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Per

THE JOSEPH F. MARTIN CO.

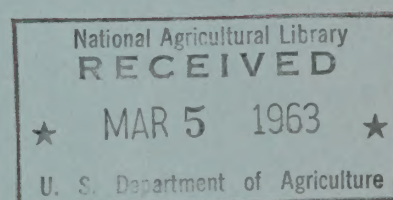
43 YEARS OF SERVICE

1500 WEST JACKSON ST.

PAINESVILLE, OHIO

WHOLESALE ONLY

Quality Plants for 1963



FOR THE FINEST QUALITY PLANTS THAT MONEY CAN BUY
see the following pages for—

	Page		Page
FLATTED LINERS	2	GROUND COVERS	7
AZALEAS	3	PERENNIALS	8-13
EVERGREENS	4	SPACE AGE MUMS	14
SHRUBS	5	MARTIN MUMS	15
IVIES	6	HARDY CHRYSANTHEMUMS	14-19

THE JOSEPH F. MARTIN CO., INC.
 Offers For 1963 These
Fully Developed--Fresh From The Field
Hardy Quality Plants

**A Complete Presentation of the Finest Varieties for
 Profitable Application to the Business of Everyone
 With a Horticultural Interest**

SATISFACTION IS GUARANTEED
 With Top Quality
 Finely Developed Material

All Plants are 5 at the 10 rate, 25 at the 100 rate & 250 at the 1000 rate. Not less than five of a kind please.

There are times when it may be desirable to order less than 5 plants of one kind for your trial. We are glad to cooperate. These plants will be charged at .50 cents each, or .20 cents additional to the ten rate, whichever is greater, to share the cost of custom handling outside the wholesale aggregating.

Unless otherwise noted, all plants are No. 1 field grown. When pots are specified, the 2¼" Jiffy pot is most widely used. There are a few exceptions, when in our opinion a smaller or larger peat pot, or clay pot will better suit the needs of a specific plant.

LINERS IN FLATS

A flat full of plants is a basic unit of the nursery business. Hence, our decision to market plants in flats. Landscapers can use them directly on the job, garden centers can use them as saleable units or containers. If you buy in the flat you can anticipate an immediate 20% bonus; our pricing is on the base of 40, 50, or 100 units, but we actually place 44, 55, or 110 plants per flat. In addition, for the convenience of being able to ship the plants without a double handling, the over-all pricing is about 10% less than our regular list price. This is in effect two 10% discounts which we believe you can't afford to pass up. Prices quoted are F.O.B. Painesville at our greenhouses. For shipment a handling charge of 60c per flat must be added. Flats are sold under the coded schedule as listed below:

CODE	UNIT	QUANTITY	SIZE OR GRADE	ACTUAL COUNT	BONUS
A	1 flat	40	2¼" peat pots	44	10%
B	1 flat	50	1¾" peat pots	56	12%
C	1 flat	50	cuttings or 2 yr. seedling transplants	55	10%
D	1 flat	100	cuttings or 1 yr. seedling transplants	110	10%

* (available after April 25th)

ITEM	TYPE	PRICE	ITEM	TYPE	PRICE
Azalea, Boudoir	A	\$8.50	Kalmia Latifolia	A	\$9.75
	B	\$7.75		D	\$8.50*
	C	\$5.50	Leucothoe Cataesbaei	A	\$9.25
Azalea, Fedora	A	\$8.50		B	\$8.00
	B	\$7.75		C	\$5.50
	C	\$5.50		D	\$7.75*
Azalea, Herbert	A	\$8.50	Pieris Japonica	A	\$9.75
	B	\$7.75	Rhododendron Hybrids	A	\$9.25
	C	\$5.50		C	\$6.25
Azalea, Hino-Crimson	A	\$8.50		D	\$7.75*
	B	\$7.75	Baltic Ivy	B	\$7.25
Azalea, Rosebud	A	\$8.50	Wilson's Ivy	D	\$6.50*
	B	\$7.75		A	\$6.25
	C	\$5.50		D	\$9.50*
Azalea, Mollis	A	\$7.75	Stardust Ivy	A	\$7.50
	D	\$7.25*	Sweetheart Ivy	D	\$7.50*
Azalea, Schlippenbachi	A	\$7.75		A	\$8.25
	D	\$7.25*	Pachysandra	D	\$10.50*
Erica Carnea	A	\$7.25		B	\$7.00
	C	\$5.50	Chrysanthemums	D	\$6.50
Chrysanthemums	A	\$6.50		B	\$6.50

ANNOUNCING

The plant you've been waiting for — a new

HARDY WHITE EVERGREEN AZALEA

The feature plant in the prize-winning gardens of our home and flower shows is the white azalea. Northern florists, landscape men and nursery dealers have regretfully had to advise the many who inquired that these were not hardy items. Now we are proud to introduce the proven hardy evergreen azalea.

MARTIN'S WHITE

For a period of 11 years we have been testing and growing Azalea Martin's White and can vouch for its complete hardiness. The original stock plants are planted on a sun and wind exposed slope and have withstood severe punishment. Even the disastrous winter of 1958-59 which claimed supposedly hardy neighboring plants, failed to hurt this one. Azalea Martin's White is a medium-height azalea that reached 2 to 2½ ft. in four or five years from a 1 yr. bedded liner. It loves pruning and can be sheared to make compact bedding and forcing heads. Handled in this manner, it is about ⅓ larger than Hino Crimson. Striking use of Azalea Martin's White is achieved when it is used as a border for deep red and pink sorts.

The clear white 1½ to 2 inch hose-in-hose blooms are borne in clusters of two, three and sometimes four. Very profuse blooms occur before the new foliage appears and gives a soft fluffy appearance to this white pillow. Every decorator knows that white is the accent that shows and contrasts any color to its best advantage. You can't go wrong with white and you'll always be right with Martin's White.

We are certain that you will find this plant surpasses any so-called hardy white azalea on the market today. In the greenhouse, Azalea Martin's White forces dependably. It is a multi-purpose plant with no patent restrictions imposed upon it. We would like to see it become a trade standard as soon as possible.

The plants we have to offer were planted from pots in June and are nicely established 1 yr. bedded stock. Price schedule is as follows:

	1 to 5 Each	6-10 Each	11-25 Each	26-49 Each	50 to 100 Each
1 YEAR 8-10"	\$1.50	\$1.40	\$1.30	\$1.00	\$.75
2¼" PEAT POTS	\$1.50	\$1.40	\$1.00	\$.85	\$.60

AZALEA

Plants listed as Heavy TT, are those which we have transplanted from our greenhouse and put into peat beds. These peat beds are under irrigation and the plants have had at least one full year's growth. The individual peat ball is about 5 inches across and will slide nicely into that size pot for sale as a potted unit. A very heavy plant for lining out and a good value all-around.

BOUDIOR. This is one of the New Gable Azalea introductions so much in demand, because of their adaptability to both Ranch-type and conventional architecture. Proven hardy in below zero temperatures. Large Watermelon pink flowers massed on a robust bush.

12-15" B&B—Per 10, \$17.50; Per 100, \$135.00
Hvy. TT Per 10, \$4.50
Hvy. TT Per 100, \$40.00
Hvy. TT Per 1000, \$335.00

FEDORA. A very hardy evergreen azalea with large salmon-rose flowers. One of the best of the new Kaempferi hybrids.

Pots: Per 10, \$3.00; Per 100, \$25.00
Hvy. TT Per 10, \$4.50; Per 100, 40.00

HERBERT. Another Gable Azalea proven absolutely hardy for us after several years of testing. A truly outstanding beauty that develops double crimson purple flowers.

Heavy Field Grown TT Per 10, \$4.50; Per 100, \$40.00, Per 1000, \$335.00
12-15" B&B — Per 10, \$17.50; Per 100, \$135.00

HINO CRIMSON. Reputed to be among the finest crimson red bedding Azaleas available. Much hardier than Hinodegeri, an excellent multi-purpose plant.

Hvy., F.G. TT Per 10, \$4.50; Per 100, \$40.00
Per 1000, \$335.00

ROSEBUD. A nice compact plant that is covered with many pearl pink flowers. In the bud state especially they resemble miniature roses.

Pots: Per 10, \$3.00; Per 100, \$25.00
Hvy. TT Per 10, \$4.50; Per 100, \$40.00

A special size! A special price!

Note these evergreen Azaleas.

Boudoir, Fedora, Herbert, Hino-Crimson, Rosebud

We have a large greenhouse just jammed with Azaleas in 2¼" peat pots. These plants were rooted early last summer, allowed to go dormant, planted into pots and sheared for uniformity. They have many breaks and are low, branchy plants. Foliage feeding throughout the winter and spring months makes them larger than a one year bed grown plant and of a size that they can be easily lined out directly into the field.

POTS—Per 10, \$3.00; Per 100, \$25.00

Note these deciduous Azaleas

Mollis and Schlippenbachi

Everything said about the evergreen types applies to these, in addition to the fact that these are actually two year plants that were sheared four times last year to insure bushiness. Extra big plants, this is a real bargain.

POTS—Per 10, \$2.50; Per 100, \$20.00

Per 1000, \$175.00

MOLLIS. Our mixed hybrids run through many shades of copper, gold, flame, yellow, red, salmon, and orange. The hardiest of all Azaleas. These plants were pruned heavily while very young to insure compact bushiness from the ground up. The older plants are field grown and shipped as they are dug with most of the soil clinging to their fibrous roots.

4 yr. — Per 10, \$12.50; Per 100, \$100.00
Hvy TT — Per 10, \$4.50; Per 100, \$40.00

SCHLIPPENBACHI. The Royal Azalea described as the most beautiful of the deciduous species. The flowers are clustered in generous heads and the color is the purest of pinks. The foliage is vigorous and most attractive, especially during the fall months.

1 yr. transplants Per 10, \$2.00; Per 100, \$15.00

EVERGREENS

BOXWOOD

BUXUS SEMPERVIRENS WELLERII. Our plants have withstood as low as -10° and have come through the winter beautifully. This is a normally dwarf, slow-growing strain. Plants supplied are bushy and branched; about six inches across in the taller sizes, and 4-6" in the smaller grades. Very generous fibrous root system.

12-15"—Per 10, \$6.50; Per 100, \$50.00

8-12"—Per 10, \$4.00; Per 100, \$35.00

COTONEASTER

ADPRESSA — See Page 7

APICULATA. Large red berries, that follow a late spring profusion of delicate pink flowers which clothe the stems, are responsible for calling this the cranberry cotoneaster. Beautiful shiny evergreen foliage on gracefully arching branches make this one of the best for foreground and corner plantings. The plants offered are not recent transplants of rooted cuttings but plants that are a full 2 years old. Some actually in 3 in. pots but all offered as 2 1/4 in.

Peat Pots—Per 10, \$6.50; Per 100, \$45.00

DECORA. A marvelous new form from Holden Arboretum. Very tiny leaves on a many branched, many stemmed plant; a dense compact shrub for specimen foundation use. The overall effect is much like Ilex Stokes but the plant is fast growing and will be saleable years sooner. At the height of the growing season the leaves have a silver overcast which is very effective. Bright red berries appear in the fall.

12-15" B.R. Per 10, \$7.50; Per 100, \$65.00

EUONYMUS

RADICANS AUREO MARGINATUS. A most attractive and unusual shrub. A definite green and white variegation lends high color throughout the year. Small leaves, not unlike Kewensis, suitable for potting or canning. Very hardy last for the entire winter. Another item that is very attractive, and very much in demand.

3yr. F.G.—Per 10, \$5.50; Per 100, \$45.00

SARCOXIE. Although a recent introduction, its superior qualities have brought about wide usage and a great demand. Highly desirable either as a columnar form or spreading evergreen.

2 Yr.—Per 10, \$4.50; Per 100, \$35.00

15-18" B.R. Per 10, \$8.00; Per 100, \$70.00

DAPHNE CNEORUM

This beautiful evergreen subshrub is acclaimed by leading horticulturists as the finest available in its category. Unexcelled as an edging or specimen in front of foundation plantings. Highly scented, rose-pink flowers cover the foliage in spring, bloom intermittently in summer and quite fully again in autumn. The plant itself never grows taller than 8 to 10 ins. Our strain has proved hardy and easy to grow. Complete planting directions furnished with each shipment to eliminate any problems you may have had before.

POT PLANTS FOR LINING OUT

Growers who develop Daphne know that the most difficult part of their work consists of rooting their cuttings with a good percentage of stand. By buying our liners you eliminate the work and the risk. The pot plants which we offer are in a growing condition, completely pot-bound and nicely topped. They are a real growers' value.

2" Pot Plants — Per 10, \$3.00; Per 100, \$25.00; Per 1000, \$225.00

FIELD GROWN PLANTS

These plants are ideal for either lining out in the field, or canning. We do not think can be matched. This past Spring many had to be turned down because of the heavy demand. Order now to avoid disappointment later.

1 YEAR F.G. — Per 10, \$4.00; Per 100, \$35.00

HEATHER

ERICA CARNEA. Grows about 6 inches high; leaves arranged in fours, nodding bell-shaped flowers of bright rosy carmine along the stems.

2 1/4" POTS—Per 10, \$2.50; Per 100, \$20.00

ERICA CARNEA (King George). The red carnea. Grows six inches high with a spread of two to three feet. Foliage thick dark green, flowers bright red and completely cover the plant when in bloom in the spring. New introduction from England. One of the showiest and one of the prettiest of dwarf heaths.

2 1/4" POTS—Per 10, \$3.00; Per 100, \$25.00

ERICA CARNEA (Sherwood Creeping Heath). Low growing heath with brilliantly green foliage. Blooms very profusely in late winter and spring. Flowers bright carmine red. Perfectly hardy. Splendid new evergreen. Height six inches. Has the habit of rooting along the stems thereby spreading almost indefinitely in a very satisfactory manner. An extraordinarily beautiful gem in rockeries, around pool margins and in borders. A superb ground cover. Pleasingly fresh in appearance the year round.

2 1/4" POTS—Per 10, \$3.00; Per 100, \$25.00

ERICA CARNEA (Springwood White). Fine low growing heath with an abundance of bright green foliage. Hardy. Very fresh in appearance, dainty, height about ten inches. Flowers pure white in early spring completely covering the evergreen cushion like plant.

2 1/4" POTS—Per 10, \$3.00; Per 100, \$25.00

ERICA CARNEA VIVELLI (Carmine Heath). A thick growing, dark green mound, a few inches in height spreading about two feet. Carmine red flowers completely covering the plant in spring. Even the needle foliage of this fine plant carries considerable red.

2 1/4" POTS—Per 10, \$3.00; Per 100, \$25.00

ERICA CINEREA (C. D. Eason). Exceedingly showy cushion evergreen with a heavy mass of dark needle foliage on dense tiny upright stems. Blooms for a rather long period of time in July and August. The dazzling red flowers make a striking contrast to the very dark foliage. An amazing dwarf.

2 1/4" POTS—Per 10, \$3.00; Per 100, \$25.00

ILEX

CRENATA CONVEXA. Tiny convex leaves form a dense compact mound, excellent for use as a hedge as well as a specimen in the foundation planting.

6-9" Per 10, \$3.00; Per 100, \$25.00

CRENATA CONVEXA HETZI. A fine new hardy form of convexa with larger leaves. This plant also makes up faster than the conventional type. A very good hedge or specimen plant.

10-12"—Per 10, \$5.00; Per 100, \$40.00

2 1/4" Pots—Per 10, \$3.00; Per 100, \$25.00

TAXUS

Lake County, Ohio has a set of climate and soil conditions that are particularly suited for the production of Taxus. This is a fact that is acknowledged by the tremendous production, sales volume, and use of locally grown material in neighboring states from Missouri to the Atlantic seaboard. Being in the center of Lake County and having acquired a new large range of greenhouses prompted us to start growing Taxus. For the past four years we have been building our stock and are now ready to offer excellent material at prices only volume production will allow. Please let us quote on any of your requirements, even though you do not find the sizes listed. If larger quantities are desired please write for a quotation.

CUSPIDATA. Any landscape that calls for the use of evergreens can accommodate this true Japanese Yew. Disease resistant, rich green foliage with a spreading habit.

	Per 10	Per 100	Per 1000
1 yr.	\$ 2.50	\$ 15.00	\$135.00
2 yr.	3.50	25.00	
3 yr.	4.50	35.00	
B&B 12-15" ...	25.00	240.00	

CAPITATA. The upright pyramidal Japanese Yew. The plants offered have been produced from seed and are exceptionally vigorous. Grown in beds for 2 years, transplanted in sterile composted soil and grown under greenhouse conditions they are a real buy.

2 1/2" pots — Per 10, \$2.50; Per 100, \$20.00; Per 1000, \$175.00

INTERMEDIA SEBIAN. A lifetime of devotion to Taxus led to this achievement by Mike Sebian. Rich, dark green, self branching, dense it will rank among the best always.

1 yr. — Per 10, \$3.00; Per 100, \$25.00

MEDIA BROWNI. Dense vigorous growth combined with dark green foliage. Adaptable to many forms it is usually trimmed as a globe or spreader.

1 yr. — Per 10, \$3.00; Per 100, \$25.00

MEDIA DONEWELL. Long feathery branches give a graceful less formal effect. A relatively fast growing type that is very hardy and makes up fast.

1 yr. — Per 10, \$3.00; Per 100, \$25.00

MEDIA HICKSI. The ever popular upright columnar Yew. Ideal for hedging and specimen work it has no equal for adaptability and hardiness.

	Per 10	Per 100	Per 1000
1 yr.	\$ 2.50	\$ 18.00	\$165.00
2 yr.	3.50	25.00	
3 yr.	4.50	35.00	
B&B 12-15" ...	27.50	265.00	

MEDIA KELSEYI. A fairly slow grower with very dark green foliage. Branches bear dense needles similar to Nana and begin bearing berries even on small plants. Large plants have many berries.

1 yr. — Per 10, \$3.00; Per 100, \$25.00

EVERGREENS — Continued

KALMIA

LATIFOLIA. Mountain laurel should be used to round out and complement broad leaf plantings. Normally liners are hard to establish due to lack of fibrous roots. The plants offered are twice transplanted. Actually, a two year liner in a 2 1/4 inch peat pot, with loads of fiber root, that eliminates the danger of transplanting.

POTS—Per 10, \$3.00; Per 100, \$25.00

LEUCOTHOE

CATESBAEI. An early blooming evergreen with racemes of white waxen bells. Leaves and stems are a lustrous green; and in the fall, change to a pleasing red. Especially favorable because it will grow anywhere. The plants offered are two year old twice transplanted into 2 1/4" peat pots.

POTS—Per 10, \$3.00; Per 100, \$25.00

HVY. F.G. TT Per 10, \$4.50; Per 100, \$40.00

LONICERA

NITIDA. Known as Box Honeysuckle this is a charming small leaved evergreen from China. In temperate zone 6 it can be used as a hedge or in colder climates it can be used in the foundation planting. Reaches a maximum height of 4 ft. after being well established.

Peat Pots—Per 10, \$3.50; Per 100, \$30.00

PIERIS

JAPONICA. One of the most valuable decorative, evergreen shrubs. Panicles of a drooping nature, contain Lily-of-the-Valley like pendants. This is immediately followed by rich colored red or rose shaded leaves in the new-growth stage. A very dependable acid loving plant that should be included in all Azalea and Rhododendron plantings. The plants in 2 1/4 inch peat pots are well sheared seedlings before being potted. You receive them 6 to 10 inches tall, two years old, with a beautiful flush of new growth.

POTS—Per 10, \$3.00; Per 100, \$25.00

6-9"—Per 10, \$4.50; Per 100, \$40.00

10-12"—Per 10, \$6.50; Per 100, \$50.00

RHODODENDRON

All seed has been collected from red and white hybrids. We have had favorable comments from all parts of the county on our strain. The plants from peat and soil beds are four years old and an excellent mass fibrous roots, ready to line out into the field. 2 1/4" peat pots are plants which are one full year old before being potted and are 6-8" tall. We also list one year transplants and all have received the benefits of sterilization, constant disease and insect protection, and a regular fertilization program.

2 1/4" Pots Per 10, \$3.50; Per 100, \$30.00

4 yr. Beds Per 10, \$7.00; Per 100, \$55.00

Transplants Per 10, \$2.25; Per 100, \$18.00

PACHISTIMA

CANBYI. Low growing evergreen shrub with small Holly-like leaves. Ultimate spread is 2 feet. Grows in shade and is perfect for edging or specimen work.

Per 10, \$5.50; Per 100, \$45.00

Pots—Per 10, \$3.00; Per 100, \$25.00

**TEUCRIUM
CHAMAEDRYIS****POPULAR PERENNIAL HEDGE**

Since its merits have been recognized, scarcely a perennial border is complete without the neat green definition lent by a Teucrium hedge. Leaves a bright glossy green, myriads of stems rising 8 to 12 inches high, the Teucrium hedge may be trimmed formally by the fastidious or allowed to grow as it will in which case its natural dignity is formal enough for most of us.

1yr.—Per 10, \$2.00; Per 100, \$15.00

2yr.—Per 10, \$2.25; Per 100, \$18.00

Per 1000, \$130.00

SHRUBS**POTENTILLA**

KLONDIKE (fruiticosa). A profusion of large golden yellow flowers that resemble single roses throughout many weeks from late May until frost. A medium to low shrub that can be used for hedging or specimen work. Flowers are so profuse that a hedge looks like a yellow ribbon all summer long. A much improved form over older types.

2 Yr. F.G.—Per 10, \$6.00; Per 100, \$55.00

POTS—Per 10, \$4.00; Per 100, \$35.00

PYRACANTHA

LALANDI. Firethorn! Fiery orange scarlet berries follow an abundance of white flowers produced in late spring. The berries in many cases are attractive at Christmas. These young plants from peat pots will make 12-15 in. in one year.

Pots—Per 10, \$3.00; Per 100, \$25.00

SYMPHORICARPUS — See Page 7**WEIGELA**

JAVA RED. This new item has barely hit the market and is bound to create a sensation when it does. In my own garden I have trained specimen sheared in a columnar form. It is four feet wide and three feet across. During the early spring, deep mahogany foliage appears, followed by thousands of small pendant blooms. Clear pink with a touch of scarlet at the throat, the contrast with the red leaves is one of the most eye-catching sights ever experienced. It flowers in such profusion that many people think we have extended the Azalea line and season to a new color and type.

1 Yr. Bushy Per 10, \$4.00 Per 100, \$35.00

2 Yr. Bushy Per 10, \$6.50; Per 100, \$55.00

PRIVET**GOLDEN PRIVET**

VICARI. A new dwarf growing, hardy privet, with pure golden foliage. Becoming more popular every day, this plant is used superbly as an edging for flower beds and as an individual specimen in the border planting. Slow growing, and requires little pruning.

6-10"—Per 10, \$3.00; Per 100, \$22.50

1 Yr. beds Per 10, \$2.50 Per 100, \$18.00

Peat Pots Per 10, \$2.00; Per 100, \$15.00

DWARF WINTERGREEN — globe type — (Burton's). We are fascinated by the prospect of having a truly hardy shrub that will take the place of Boxwood in northern climates. Deep forest green leaves are rather small and shiny. The originator assures us that the parent plant, even without pruning does not exceed four feet in height. Our stock plants are low and dense and have responded very well to pruning as globular, pyramidal, square, and box shaped plants. Around patios, in front of low ranch porches and as a formal edging for rosebeds or flower beds we recommend this plant highly.

As yet there is not much stock of this valuable shrub and consequently, we can only accept the earliest orders. We urge you to get in on this one now, for it's bound to be good for many years.

Hvy. 12-15"—Per 10, \$3.50; Per 100, \$30.00

Hvy. 15-18"—Per 10, \$6.50; Per 100, \$50.00

FORSYTHIA

BEATRIX FARRAND. One of the newest and most attractive shrubs in existence today. Individual blooms of a large 2 in. diameter are prolifically borne on spikes of a deep golden yellow. Ultimately a symmetric bush of 6 to 8 feet in height is attained.

2-3', Per 10, \$4.00; Per 100, \$35.00

HYPERICUM

HIDCOTE. A low growing shrub that produces bright yellow cup-like blooms, 2 inches in diameter, that cover this symmetric plant with a continuous procession of bloom during the summer and late into the fall.

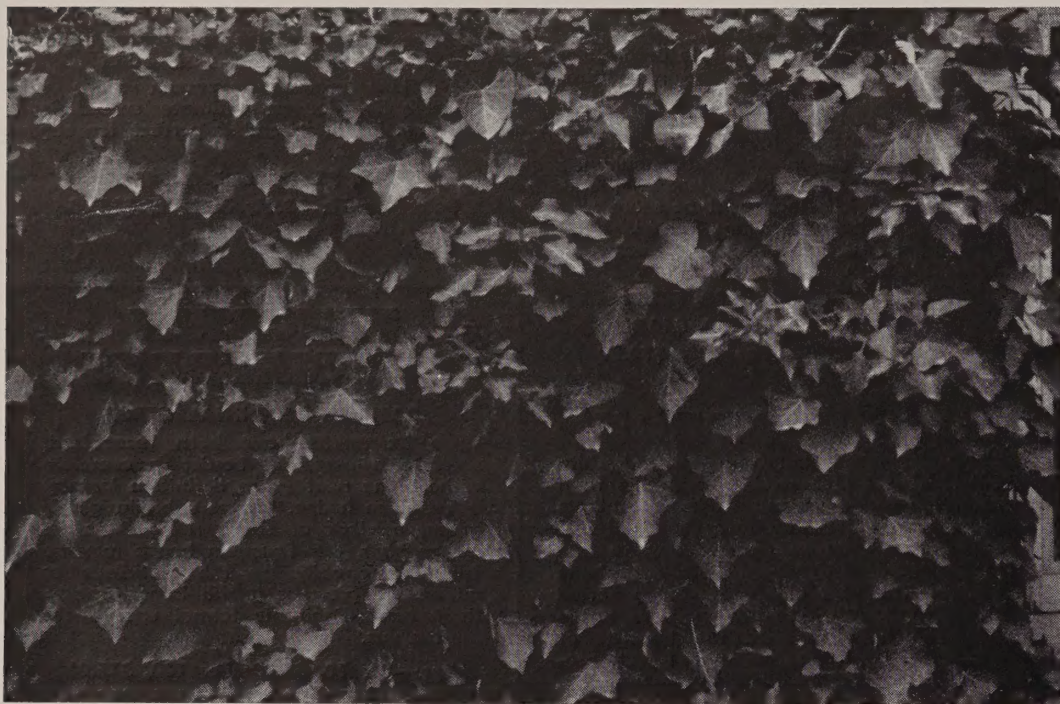
Per 10, \$4.00; Per 100, \$35.00

HYDRANGEA

BLUE CHINA BOY. A distinct advance. It is distinguished by an immense head, with each floret measuring 2 or 3 inches. Actually each stalk is a bouquet in itself when cut. Its prime point is its complete hardiness. Here, where cold northern lake, winters prevail, it thrives in the coldest section of land in the nursery. Color is intense blue; chemical components of the soil, of course, are factors in color intensity of all blue Hydrangeas.

2 Yr. 8-10 canes—Per 10, \$9.00; Per 100, \$75.00

IVIES



WILSON'S IVY (*Hedera Helix Wilson*) — Hardest, Nice and Pretty Too!

Note the leaves, which are as large as a man's hand. The veins are very white and outstanding

ROCHESTER IVY

(*HEDERA HELIX ROCHESTER*)

Picture the ideal ground cover in your mind and see if it fits this description. Uniform growth, 6 inches high, with leaves by the hundreds that completely obscure the soil. A bright, shiny emerald green cushion cool and pleasing in summer, weather resistant and attractive all winter long. Now look at the accompanying picture and, as well as my amateur photography will show these young plants, you will get an idea of the texture and quality of this foliage plant.

Rochester Ivy came through the fiercely destructive winter of 1958-59, shiny bright when so-called hardy English strains in our locality looked like a pile of dried leaves. The very short internodes send off many leaves and branches without a long trailing tangle of runners. To our knowledge this is the most refined Ivy ground cover that exists. We can vouch for its beauty and effectiveness and are sure that you can't go wrong with this one. We can't vouch for its hardiness north of Ohio, but it is wonderfully hardy here. So nicely self contained that it can be used in place of Pachysandra where you wish to obtain interesting variations. Florists and interior designers find that all its good outdoor characteristics are retained and magnified when used indoors.

3" POTS—Per 10, \$2.50; Per 100, \$20.00;
Per 1000, \$175.00
2 1/4 in. POTS—Per 10, \$2.25; Per 100, \$18.00
Per 1000, \$150.00
1 3/4 INCH POTS
Per 10, \$2.00; Per 100, \$15.00
Per 1000, \$125.00



ROCHESTER IVY (*Hedera Helix Rochester*) — Prettiest, Good and Hardy Too—

STARDUST IVY

STARDUST. A highly variegated form of Baltic Ivy. We are particularly impressed with the pure white of the green and white leaf. Plants growing in our green house and trailing over the sides of the benches look cleaner and brighter than variegated Vinca vines. This in combination with its hardy parentage should keep this variety in demand for many years to come.

3 " pots—Per 10, \$3.00; Per 100—\$25.00
2 1/4" pots—Per 10, \$2.50; Per 100—\$18.00

WILSON'S IVY

(*HEDERA HELIX WILSON*)

The stock that we are offering of this outstanding variety, comes directly from Mr. Lawrence Wilson of Wilson's Landscape Service, R. D. 2, Box 265 A, Valencia, Penna., who has this to say about its history. "About 30 years ago we had a disastrous winter throughout the state of Pennsylvania. Temperatures in our area reached 26° below zero. In the early spring while on a hunting trip I spotted the greenest Ivy I have ever seen, absolutely untouched by the weather, growing on the south side of a white farm house. This, in contrast to dead and withered plant material that included items we had considered absolutely hardy. I bought the vine from this farmer at once. The cuttings that I have just delivered to you are part of the original plant which still prospers."

Dr. L. C. Chadwick, Ohio State Univ., one of the top horticulturists in the country says, "There is no finer Ivy than Wilson's. In our tests at the University it came through last winter (58-59 and who can forget that) virtually untouched." We are especially sold on the heavy texture of the leaves. A real tough leathery "feel" to the older large leaves teams up with a deep forest green for a lustrous shiny combination that's really terrific. Cover your toughest sun and wind exposed bank with Wilson's Ivy and be content that you have made the finest choice.

Still a rare, hard-to-get, plant that is receiving its first real promotion with this write-up.

ROOTED CUTTINGS

Per 100, \$12.00; Per 1000, \$100.00

3 in. Pots — Per 10, \$2.75; Per 100, \$25.00

2 1/4 INCH POTS

Per 10 \$2.50; Per 100 \$18.00; Per 1000 \$160.00

1 3/4 in. Pots — Per 10, \$2.00; Per 100, \$15.00
Per 1000, \$135.00

SWEETHEART IVY

HEDERA HELIX 238th ST. This novel item with heart-shaped leaves, is one of the shiniest, cleanest appearing Ivies that we've ever seen. Very slow growing, we think that it is best adopted as a climbing Ivy. The fact that it grows slow seems to make it especially hardy. Doctor T. H. Everett of New York Botanical Gardens says it is absolutely hardy, and our experience proves the statement. We think that the large plump appearance of the foliage makes this among the most attractive outdoor foliage plants available.

Rootd cuttings—Per 100, \$15; Per 1000—\$135

3 " pots—Per 10, \$3.00; Per 100, \$25.00

2 1/4" pots—Per 10, \$3.00; Per 100, \$20.00
Per 1000, \$185.00

EDISON IVY

EDISON IVY. This delightful strain comes to us from Thomas Edison's home in Milan, Ohio. It has thrived there for many years in a zone 5 situation. The leaves are exceptionally large, as large as a man's hand on an older plant, and highly colored. A fast grower it will cover the ground quickly and effectively. It produces cuttings quickly and well, and is a good money-making strain of English Ivy. A brand new introduction, thoroughly tested, and boasts significant historical background.

3 in. POTS — Per 10, \$3.00; Per 100, \$25.00

2 1/4 in. POTS — Per 10, \$2.50; Per 100, \$18.00

BALTIC IVY

BALTIC IVY. (Baltica) The granddaddy of hardy ivy. Characterized by a prostrate ground hugging habit, deep forest green leaves, a white veined netting. Wilson's Ivy, which we think of as being the best in this category, is a sport of Baltic Ivy.

ROOTED CUTTINGS

Per 100, \$9.00; Per 1000, \$65.00

1 3/4 in. Peat Pots Per 10, \$2.00; Per 100, \$15.00

Per 1000, \$125.00

GROUND COVERS

AJUGA

BUGLE

A useful plant for the rockery and for carpeting the ground, particularly in shady positions, as under trees, where grass will not grow; flowers in May and June. 6 to 8 inches.

BRÖCKBANKI. The best seller on our list is now in volume production so we can reduce the price. Even in its most active stages of growth, there is no doubt as to the brilliant red coloring of the foliage. Neat rosettes are formed that do not creep into surrounding plantings as with more common types. Blue flower spikes are an added bonus to a plant already overlooked with good qualities. Large clumps.

Per 10, \$2.25; Per 100, \$18.00
Per 1000, \$135.00

PYRAMIDALIS. Especially attractive for the deep dark green color of the foliage, which is larger and more lustrous than that of the common Ajuga. The flowers are larger and taller also. A wonderful foreground cover that works out nicely with Daffodils and other bulbs.

Per 10, \$2.50; Per 100, \$20.00

REPTANS BLUE. Grows 3 to 4 inches high, with deep purplish blue flowers.

Per 10, \$2.50; Per 100, \$20.00

SILVER BEAUTY. Here is one ground cover that can serve many purposes. The variegation is so distinct and interesting that it can be used as a novel foliage or bedding item in the spring. A one year clump produces many divisions suitable for potting and forcing for use in the manner described. Neat little blue flower spikes contrast against the sparkling white of the foliage and make this one hard to keep in stock.

Per 10, \$2.50; Per 100, \$20.00

AEGOPODIUM — See Page 8

COTONEASTER

ADPRESSA. Sometimes called the creeping cotoneaster this beautiful semi-evergreen is sometimes listed as a ground cover. Rarely exceeding 10 in. tall, it is valuable in the foreground of a foundation planting because of its lovely pink flowers in the spring and red berries in the fall. Very flexible and well adapted to ranch type architecture.

2 1/4" Peat Pots—Per 10, \$3.50; Per 100, \$30.00

DAPHNE

DAPHNE CNEORUM. Makes an excellent sunny ground cover. Especially suited for a sandy location. Add a little lime, plant potted plants and you have the most glorious, fragrant, horticultural spot imaginable. Don't forget intermittent bloom will add that fragrance all summer long. If you have had trouble with leaves dropping, lime and drainage will eliminate it 100 percent.

POTS—Per 10, \$3.00; Per 100, \$25.00

EUONYMUS

ACUTUS. A good prostrate rapidly spreading vine. Leather-like dark green leaves are hardy anywhere. One of the finest, most dense, most effective ground cover for large areas.

Pots—Per 10, \$3.00; Per 100, \$25.00

COLORATUS. Commonly known as purple leaf winter-creeper. Grows well in most any soil, clings to banks and poor soil areas making it ideal for erosion control and all ground cover work. Use in sun or shade where a very vigorous grower and fast cover are desirable. Foliage green in active growth stage and purple when dormant.

Pots—Per 10, \$2.25; Per 100, \$18.00

MINIMUS. The true small leaved euonymus with that fine texture for smaller areas. Unlike Kewensis this is very hardy and grows rapidly with little or no care.

Pots—Per 10, \$3.00; Per 100, \$25.00

RADICANS. The original and still very popular prostrate evergreen ground cover. For use both in shade and sun.

Pots—Per 10, \$2.50; Per 100, \$20.00

F.G.—Per 10, \$3.50; Per 100, \$30.00

LONICERA

HALL'S HONEYSUCKLE

GOLD NET (Aureo Reticulata). Described in the new illustrated Encyclopedia of Gardening as being one of the best color-leaved plants throughout the summer. The variegation is very definite in that all the veins throughout the leaves from a rather broad netting of gold. Gold Net produces the characteristic aromatic buff and salmon Honeysuckle blooms. For banks where you want high coloring, or for use as a specimen plant for potting or canning; the plant is hard to beat. Of easy culture, this plant will produce a highly desirable, saleable, canned unit within a few months after planting.

2 Yr. — Per 10, \$6.00; Per 100, \$50.00

MITCHELLA

REPENS. A dwarf plant with shiny oval leaves on creeping stems. White summer flowers are followed by bright red fruits known as Twinberries. An excellent subject for shady locations enriched with organic material.

Pots—Per 10, \$2.25; Per 100, \$18.00

SYMPHORICARPUS

CHENAULTI HANCOCK. An excellent new ground cover. Commonly known as "Prostrate Coralberry" its slender branches bear small lance-like leaves which are dense and attractive and carry many attractive coral pink berries. Actually a low growing shrub with a graceful featherlike appearance.

1 Yr. F.G.—Per 100, \$6.50; Per 100, \$50.00

PACHYSANDRA

PACHYSANDRA TERMINALIS. Reputed to be one of the finest evergreen ground covering plants. Six to eight inches tall, there is hardly any ground cover that can equal its versatility. Our production of nearly 500,000 units is proof of our great confidence in the future of this wonderful, carefree plant. We want your business and you can be assured of top quality at a reasonable price. One order, or better yet come to see us, and we will show that we aim to fill your requirements now and in the future.

1 3/4" peat pots—Per 100 \$14.00; Per 1000 \$110

2 1/4" pots 1 yr.—Per 100 \$15.00; Per 1000 \$120

2 1/4" peat pots 2 yr.—Per 100 \$20; Per 1000 \$180

3" pots—Per 100 \$22.00; Per 1000 \$200.00

ROOTED CUTTINGS

Our Pachysandra cuttings are not just a sideline "quick buck" item. They receive as much or better attention than other items in our schedule of production. Clean, white, sterile silica sand, with the addition of peat is used as the rooting medium. To insure clean disease-free plants they are sprayed on a rigid two week schedule. They are foliage fed every time they are watered.

Per 1000, \$35.00; Per 100, \$5.00

The flatted transplants are grown in a peat and styrofoam base and are exceptionally nice.

Flats (100 transplants) \$6.50 each

HARDY VINCA

MYRTLE

MINOR BOWLES VARIETY. This new European form is much more desirable in every respect than the common type. It is a great improvement, the foliage is broader and much glossier. Flowers are not only larger but of a deeper rich blue color and are produced in abundance.

Per 10, \$3.00; Per 100, \$25.00

MINOR. A trailing, evergreen plant, used extensively for carpeting the ground. Under shrubs or trees or on graves where it is too shady for grass or other plants to thrive.

Collected Stock

Per 10, \$1.75; Per 100, \$12.00; Per 1000, \$100.00

Cultivated Stock

F.G. Per 10, \$2.75; Per 100, \$20; Per 1000, \$175

MINOR RUBRA. The leaves are much more pointed than those of Vinca Minor. Flowers are a deep velvet red and there is a fragrance not found elsewhere in this family.

Per 10, \$3.00; Per 100, \$25.00

PERENNIALS

ACHILLEA

CORONATION GOLD. An excellent English hybrid with many platter size flowers of bright chrome yellow. The blooms, which appear from June until fall, cut and dry for winter bouquets. Attractive fern-like foliage.

Per 10, \$2.50; Per 100, \$20.00

ANGEL'S BREATH. It grows as an inverted bowl, twenty inches high and spreads two feet. In flower, it is so profusely covered that the rich green foliage, decorative otherwise, can scarcely be seen. The white is fully double without a trace of center. It is brand new and carries our highest recommendation.

Per 10, \$2.00; Per 100, \$15.00

SNOWBALL. (Boule de Neige). Wonderful for cut flowers or garden. Blooms in June. A good filler, grows 12-15" high, double white flowers in umbels.

Per 10, \$2.00; Per 100, \$15.00

AEGOPODIUM

PODAGRARIA VARIEGATA. A foliage plant whose high variegation makes a bright spot of places where it is normally difficult to obtain other types of plant growth. A very vigorous plant that will cover in a hurry.

Per 10, \$3.00; Per 100, \$25.00

ANCHUSA

MYOSOTIDIFLORA. (Forget Me Not Flowered Burgloss). Height 1½ feet when in bloom, during April and May. Makes a tidy, compact plant, entirely lacking of the coarseness of the taller Anchusas, forming a mound of dainty blue flowers resembling the forget-me-not, but borne in branchy sprays. Foliage is robust and has a healthy, attractive appearance throughout the entire season. An effective rock plant for shady places.

Per 10, \$3.00; Per 100, \$25.00



ASTILBE

SPIREA ASTILBE

PEACHBLOSSOM. A beautiful peachblossom pink. Plant is very compact and thrifty and usually produces from four to seven large flower trusses. Blooms two weeks earlier than the mid-season varieties. An excellent forcing variety for pre-Easter sales.

Per 10, \$5.00; Per 100, \$45.00

ASTERS

ALCIDA. A sturdy medium tall variety with bright raspberry rose flowers. A new color for your September border. Very desirable.

Pots—Per 10, \$3.00; Per 100, \$25.00

BABY'S BREATH. Especially good for arrangers. A sturdy three foot plant is a perfect mound of tiny, white flowers that completely smother the plant. You can expect five to six weeks of profuse blooms on stems that will work nicely into your flower arrangements.

Per 10, \$3.00; Per 100, \$25.00

BONNY BLUE. An excellent new dwarf hardy Aster fine for border edges and bedding. A very compact cushion literally smothered with pretty wisteria-blue flowers. Grows only 8-10 inches high and again as wide. Blooms just before the mum season and is a highly attractive potted package.

POTS—Per 10, \$3.00; Per 100, \$25.00

CLARITY. The clearest white aster to date. Hundreds of semi-double 2 inch blooms appear atop willowy bushy plants in early September.

Per 10, \$3.00; Per 100, \$25.00

FRIKARTI—WONDER OF STAFFA. Lavender-blue flowers from 2 to 2½ inches across, produced from June until the middle of November. Does exceedingly well in light shade and comes to perfection in full sun. A constant rich display of flowers is kept up the entire summer. Flowers excellent for cutting.

POTS—Per 10, \$2.50; Per 100, \$20.00

F.G.—Per 10, \$3.50; Per 100, \$30.00

HARRINGTON'S PINK. Produces fine silvery rose flowers in clusters, continuously from early September until cut down by frost. It makes a striking show in the garden and florists will find this a valuable cut flower for use in the larger vases and floral arrangements.

Per 10, \$3.00; Per 100, \$25.00

PACIFIC AMARANTH. A very unique horizontal habit with an almost flat top of deep colored amaranth flowers. Only fifteen inches tall, works in wonderfully as a foreground item.

Per 10, \$3.50; Per 100, \$30.00

PINK BOUQUET. A lively yet soft pink color completely envelopes compact bushy cushion like plants. An excellent low growing type fine for edging.

Per 10, \$3.00; Per 100, \$25.00

WHITE FAIRY. A fluffy mass of clear white blooms with small yellow centers. The best dwarf white that we have seen to date. Excellent supplement to your early mum sales.

Per 10, \$3.00; Per 100, \$25.00

ANTHEMIS

HARDY MARGUERITE — CHAMOMILE

AIZOON (Achillea Ageratifolia). A mountain chamomile with fine silvery foliage and pretty little daisy-like flowers. Will thrive in dry locations. Very easy to grow.

Per 10, \$2.25; Per 100, \$18.00

AQUILEGIA

COLUMBINE

McKANA GIANT HYBRIDS. 1955 All-American winner. Large showy flowers with long spurs more widely flared than in other aquilegias. Colors include white, cream and rose, yellow and red, yellow and violet. Flowers 3 to 4½ in. across with 3 in. spurs. Strong, free blooming plants 20 to 26 in. high.

Per 10, \$2.50; Per 100, \$20.00

ARMERIA

SEA PINK OR THRIFT

LAUCEANA. Bright rosy red. Height 3 to 6 inches. May-June.

Per 10, \$2.25; Per 100, \$18.00

MARTIMA SPLENDENS. (Statice Armeria). Rosy magenta flowers on 1 ft. stems.

Per 10, \$2.00; Per 100, \$15.00

CEPHALOTES RUBRA. In the assortment of dwarf and semi-dwarf varieties this by far is the most outstanding. The flowers are of good size and the color is a striking red. For border there is nothing that will make such a bright showing. At roadside sale grounds, these plants when in flower will sell themselves.

POTS—Per 10, \$2.50; Per 100, \$20.00

ARTEMISIA

Boundlessly useful, for the border for spotting in shrub plantings, and particularly, for filling in floral effects.

SILVER KING. Bright silver-colored stems and foliage are of great value for florists' fillers, can also be dried for winter use.

Per 10, \$2.50; Per 100, \$20.00

SILVER MOUND. A handsome, compact, mound-like plant about four inches in diameter. Foliage fernlike and of the lightest and brightest silvery gray. For the rockery, for accent, or for edging beds and walks.

Per 10, \$2.50; Per 100, \$20.00

SILVER QUEEN. (Martin's Selection). This will dry just like Silver King. It is bushy and carries an abundance of hard silver seeds that add to its effect. Though not as light, it is our judgment that it is much more impressive than the Silver Queen and more desirable than Silver King in many instances.

Per 10, \$2.00; Per 100, \$15.00

COREOPSIS

A useful and attractive herbaceous perennial, both for border and cut flowers.

GOLDEN SHOWER (Verticillata). Bound to be in great demand, since it was written up in the New Illustrated Encyclopedia of Gardening. In our opinion, there is no more productive, prolific, perennial grown. Unusual fern-like foliage topped with bright yellow daisies from spring until a heavy frost. Very dependable and highly recommended.

Per 10, \$3.00; Per 100, \$25.00

DORONICUM

Leopard's Bane

CAUC. MAGNIFICUM. Has large yellow marguerite like flowers, 2½ to 3 inches across, in early Spring. Very suitable for beds and borders, also a splendid flower for cutting.

POTS—Per 10, \$3.00; Per 100, \$25.00

DICENTRA

Bleeding Heart

SPECTABILIS. An old-fashioned favorite; its long racemes of graceful heart shaped pink flowers in May or June are always attractive; it is used largely for forcing, and is perfectly at home in any part of the border, and especially valuable for planting in the shade. Height 1 to 2 feet. Perfectly hardy and easy to cultivate.

3-5 eyes—Per 10, \$5.00; Per 100, \$45.00



Chrysanthemum Maximum

SHASTA DAISY or MOONPENNY

AMONG THE BEST KNOWN AND BEST LOVED HARDY PLANTS

GIANT DOUBLE WHITE. Never in our experience have we seen a strain with such wonderful large double flowers. These plants produced abundantly and all have stems that hold them firmly for use as cut flowers. A special strain at a special price only possible through big volume production.

POTS—Per 10, \$2.50; Per 100, \$18.00
Per 1000, \$150.00

DELPHINIUM

Super Giant Pacific Hybrids

ASTOLAT SERIES. A fine mixture ranging from pale bluish, pink, rose and lilac, thru raspberry, with dark bees.

BLACK KNIGHT SERIES. Deep velvety blue. Darkest of all.

BLUE BIRD SERIES. The clearest medium blue with white bee. Huge tall spikes; an excellent variety.

BLUE JAY SERIES. The true blue color which is so rare in nature and so difficult to obtain. Clear medium to dark blue.

CAMELIARD SERIES. A lovely pure lavender self with white bee. Well balanced spikes. A beautiful variety.

GALAHAD SERIES. Clear white of enormous size and averaging 3 inches in diameter. Good branching habit; strong whippy stems.

GUINEVERE SERIES. A magnificent light pink-lavender with white bee; fine large spikes.

KING ARTHUR SERIES. A true royal purple with white bee.

PERCIVAL. White contrasting black bee. Very attractive.

ROUND TABLE SERIES. This represents all of the color combinations of the knights and the ladies.

SUMMER SKIES SERIES. Clear light blue with white bee. Excellent for cutting.

Per 10, \$4.00; Per 100, \$35.00
Mixed—Per 10, \$3.00; Per 100, \$25.00

MT. SHASTA. Other Shasta Daisies come and go but the ever-popular, most desirable, Mt. Shasta continues to rate No. 1 in popularity. Very dependable for cut flower production. If given a minimum of care, literally dozens of blooms are produced even in the first year. Grown in organic type mixtures, up to four crops a year can be counted upon.

Field Grown—Per 10, \$4.00; Per 100, \$35.00

GERBERA

TRANSVAAL DAISY

JAMESONI GIANT HYBRIDS. A lovely mixture of brilliant orange, pink, and yellow shades. The best type of multi-hued daisy-like flowers. These are potted plants ready to bloom a short time after planting. In northern sections a little winter protection should be given.

POTS—Per 10, \$2.25; Per 100, \$18.00

GYPHOPHILA

BABY'S BREATH

BRISTOL FAIRY. Fully double dainty white flowers borne profusely on graceful sprays that are incomparable for filling out any arrangement. The flowers from a single plant are worth several times the original purchase price in any single year that they are cut.

POTS—Per 10, \$3.00; Per 100, \$22.50

F.G.—Per 10, \$3.50; Per 100, \$30.00

PINK FAIRY. A very dainty addition to the traditional Baby's Breath. This pink is strong, yet delicate, on a completely hardy plant. It will provide years of "misty" pink artistry in your arrangements.

POTS—Per 10, \$3.50; Per 100, \$30.00

FUNKIA

UNDULATA VARIEGATA (Day Lily). Graceful green leaves having fluted white edge. Very conspicuous plant for the border. They are also beautiful when used as a foliage pot plant for Easter sales. Flowers lilac.

3-5 eyes—Per 10, \$3.00; Per 100, \$25.00

DIANTHUS

CHEYENNE. An especially strong, vigorous growing plant with clean disease resistant characteristics. Large 2-2½", fully double, highly fragrant, deep fuchsia purple blooms. Intermittent blooms from June 'til November with exceptional hardiness. Only a very limited quantity available of this new item.

F.G.—Per 10, \$4.00; Per 100, \$35.00
Pots—Per 10, \$3.00; Per 100, \$25.00

HER MAJESTY

Large compact Carnation flowered glistening white. Flower spikes to 14" on stately perfectly formed, silver foliage plants.

Per 10, \$2.25; Per 100, \$18.00

MOON MIST. A white counterpart of the highly popular Old Spice with the same characteristics. 2 in. clear white full double.

F.G.—Per 10, \$4.00; Per 100, \$35.00
POTS—Per 10, \$3.00; Per 100, \$25.00

OLD SPICE. Deservedly holding a high place in this well regarded hardy plant family, the ever blooming bright salmon-pink. Old Spice is one of the finest hardy plants. It makes an enchanting border, a bright mass and furnishes cut flowers constantly through a three month period.

POTS—Per 10, \$3.00; Per 100, \$25.00
F.G.—Per 10, \$4.00; Per 100, \$35.00

PINK PRINCESS. A pleasing shade of deep coral pink on blooms that are fragrant and spicy. The petals are fringed and shaggy, lasting for many weeks. Long stems make attractive arrangements easy. Very hardy and easy to grow.

Per 10, \$3.50; Per 100, \$27.50

PAULINE TYLER. A saucy, spicy very fragrant pink, new to our listing, but old fashioned in its charm and appeal. A lovely rose-red with a halo of bright red, the blooms appear intermittently throughout the summer and fall months.

POTS—Per 10, \$5.00; Per 100, \$45.00



JOSEPH F. MARTIN

DIANTHUS MOON MIST

HEATHER

ERICA CARNEA. Grows about 6 inches high; leaves arranged in fours, nodding bell-shaped flowers of bright rosy carmine along the stems.
2 1/4" Pots—Per 10, \$2.50; Per 100, \$20.00

ERICA CARNEA (King George). The red carnea. Grows six inches high with a spread of two to three feet. Foliage thick dark green, flowers bright red and completely cover the plant when in bloom in the spring. New introduction from England. One of the showiest and one of the prettiest of dwarf heaths.

2 1/4" POTS—Per 10, \$3.00; Per 100, \$25.00

ERICA CARNEA (Sherwood Creeping Heath). Low growing heath with brilliantly green foliage. Blooms very profusely in late winter and spring. Flowers bright carmine red. Perfectly hardy. Splendid new evergreen. Height six inches. Has the habit of rooting along the stems thereby spreading almost indefinitely in a very satisfactory manner. An extraordinarily beautiful gem in rockeries, around pool margins and in borders. A superb ground cover. Pleasingly fresh in appearance the year round.

2 1/4" POTS—Per 10, \$3.00; Per 100, \$25.00

ERICA CARNEA (Springwood White). Fine low growing heath with an abundance of bright green foliage. Hardy. Very fresh in appearance, dainty, height about ten inches. Flowers pure white in early spring completely covering the evergreen cushion like plant.

2 1/4" POTS—Per 10, \$3.00; Per 100, \$25.00

ERICA CARNEA VIVELLI (Carmine Heath). A thick growing, dark green mound, a few inches in height spreading about two feet. Carmine red flowers completely covering the plant in spring. Even the needle foliage of this fine plant carries considerable red.

2 1/4" POTS—Per 10, \$3.00; Per 100, \$25.00

ERICA CINEREA (C. D. Eason). Exceedingly showy cushion evergreen with a heavy mass of dark needle foliage on dense tiny upright stems. Blooms for a rather long period of time in July and August. The dazzling red flowers make a striking contrast to the very dark foliage. An amazing dwarf.

2 1/4" POTS—Per 10, \$3.00; Per 100, \$25.00

HELIOPSIS

SCABRA PATULA. One of the best cut flowers in existence. Very easy to grow and very hardy. Great golden yellow daisy-like flowers are produced in great abundance throughout the entire summer. When cut they last for weeks.

Per 10, \$2.75; Per 100, \$22.50

HEUCHERA

PERRY'S WHITE. Pure white, silvery foliage, low growing variety. Beautiful member of a valuable family.

Per 10, \$3.00; Per 100, \$25.00

SCARLET PIMPERNEL. This new Dutch import is without a doubt the most striking Heuchera we have ever seen. The flowers are bright scarlet on medium tall stems. Quantities are extremely limited.

F.G.—Per 10, \$6.00; Per 100, \$45.00

ROSAMUNDI. This is the most desirable of the coral-pink sorts. It is a strong grower, not subject to any blight, and produces an abundance of fine coral-pink blossoms on tall, strong stems, which last over 2 months.

F.G.—Per 10, \$3.00; Per 100, \$25.00

NOTICE: The right materials and conscientious packers are doing a superlative job in the transfer of the carefully nurtured hardy plants grown in our nurseries. In the event of any bad arrival, **CONTACT THE CARRIER AT ONCE, OBTAIN BAD ORDER REPORT AND FILE CLAIM,** and notify us with the delivery dates and other pertinent data within 10 days.

"THE JOSEPH F. MARTIN CO., INC. warrants to the extent of the purchase price that nursery stock sold is true-to-name and as described within recognized tolerances. Seller gives no other further warranty, express or implied, and will under no circumstances be liable for more than the invoice value at the time of purchase.

NEW HIBISCUS MARTIN'S GIANT HYBRIDS

For as many years as we have been searching for new things, we have had a yen to find the best Hybrid Hibiscus there could possibly be and have it bear our firm name. We have it now. This selection is without peer anywhere. Flowers 6 to 12 inches across, every Hibiscus color is represented in the candy-stick color range. It grows to 3-4 feet, foliage is deep green and paddle size. Habits are all clean and disease resistant. This is one of the fines of plants and makes the riot of the tropics available to every gardener.

Per 10, \$3.00; Per 100, \$25.00

Hemerocallis

The list below is the best in the trade to serve the practical purpose of commercial planters. The color range is sound, the flowering period and plant character fills the season (from July to frost) with a brightness provided by the Hemerocallis alone.

REMEMBER ! THIS LIST SELLS ONLY A WHOLE PLANT — ONE THAT MAKES ITS DISPLAY IN THE FIRST SEASON YOU HAVE IT

You have, consequently, a profit opportunity within a few weeks after you purchase your plants. You do not have to wait until a finely cut division matures in your planting. This is guaranteed, and you are unconditionally the final judge of the quality you receive.

	Per 10	Per 100
AUGUST PIONEER. 3 ft. August-October. Profuse medium sized flowers, chrome outer half of petals flushed red	\$2.50	\$18.00
BLACK PRINCE. 42 in. August-October. Broad petaled maroon, nearly black. Does not fade in brightest sun	3.50	30.00
BOLD BEAUTY. 48 in. Mid-season. All summer bloom. Huge flowers of a red-toned blend. One of the best	3.00	25.00
CABALLERO. 42 in. Mid-season bloom. A large brilliant bi-color, petals vermilion red, sepals and throat yellow	2.50	18.00
COLONIAL DAME. 36 in. Mid-season. Lovely warm apricot with pale rose-tan banding above a bright golden throat. Petals broad and ruffled	2.50	20.00
DUCHESS OF WINDSOR. 26 in. Mid-Season. Evergreen foliage, wide petaled cream colored flower with a dusty rose halo	3.00	25.00
DR. REGAL. 20 in. Mid-Summer. A low compact plant with rich coppery orange flowers	2.50	20.00
EVELYN CLAAR. 32 in. Mid-Summer. Very popular salmon pink with a silvery overcast. Strong grower	5.00	45.00
GARNET ROBE. 36 in. Mid-Season. Wonderful large velvety rich garnet red. Unusual greenish throat	3.50	30.00
GLORY. 36 in. Mid-Season. An immense clear yellow with broad ruffled petals and sepals of a heavy substance	3.50	30.00
GOLDEN TRIANGLE. 40 in. Mid-Season. Large flat triangularly shaped, buttercup yellow flowers. A delicate appearance, yet very rugged	5.00	45.00
GRISSELLE. 32 in. Mid-Season. A round flower of glowing rose, carmine veins. Wide over-lapping petals	3.00	25.00
JEAN LA FITTE. 36 in. Mid-Season. Dark velvet almost black. Nugget bronze shading near the top of the throat. Excellent	4.00	35.00
LITTLE CHERUB. 15 in. Early. A beautiful clear yellow, very profuse early bloom. A must	4.00	35.00
MARY HENRY (USDA). 40 in. Mid-Season. Lovely large lemon yellow ruffled flowers. Sun and wind resistant bloom of heavy substance	4.00	35.00
PAINTED LADY. 36 in. Mid-Season. Gigantic blooms of deep yellow overcast with with cinnamon. Dark veins and sepals and a darker throat. Superb	3.00	25.00
PINK CHARM. 40 in. Mid-Season. A large broad petaled flower of a beautiful soft copper rose shade	4.00	35.00
RAJAH. 36 in. Mid-Season. Large flowers of English red with darker eye zone. Orange throat	2.25	18.00
REINBECK. (USDA). 48 in. Mid-Season. An exceptionally fine grower. Petals are bright golden yellow. Recurved and pinched for a twisted effect	6.00	50.00
THERON. 34 in. Mid-Season. A very deep dark wine, near black. Graceful twisted petals, pale green throat	2.50	20.00

IRIS KAEMPFERI

ORCHID IRIS

FASCINATION. A lovely medium tall variety that blooms mauve-pink with white veins. After a few days the flowers become clear pink to white.

Per 10, \$3.00; Per 100, \$25.00

MIXED. We have a selection that contains about twenty varieties grouped in this mixture. Lovely for pool side plantings.

Per 10, \$2.25; Per 100, \$18.00

KOKO-NO-IRO. (Purple and Gold). Enormous double flowers. Rich violet-purple with white petaloides tipped violet.

Per 10, \$3.00; Per 100, \$25.00

Pots—Per 10, \$2.25; Per 100, \$18.00

IRIS SIBERICA

CAESAR'S BROTHER. One of the newer varieties that is an intense deep, dark, blue. There is no more outstanding color in any flower grown.

Per 10, \$2.25; Per 100, \$18.00

KINGFISHER BLUE. Grows to a height of 54". A fine, large bright blue on four and one-half feet stems.

Per 10, \$2.00; Per 100, \$15.00

LADY NORTHCLIFFE. A stylish-looking rich deep-bright violet, with a beautifully veined white throat. Height 38 inches.

Per 10, \$2.00; Per 100, \$15.00

CASH WITH ORDER DISCOUNT — 2% on ORDERS \$10.00 and up
IF PARCEL POST IS SPECIFIED PLEASE ADD 15%

We are pleased to submit to the trade a thoroughly tested and approved group of hardy mums. Traditionally the field grown mum has been one of the most foolproof, disease free, economical means of obtaining stock. You may compare our list with any in the country and find that only the best and newest varieties are included.

Many of our friends prefer rooted cuttings for stocking their mum needs. Because we intend to give the ultimate in service always, we have installed a completely up-to-date scientific, production facility which we will be pleased to show you at any time. Our lights are used all winter long without skimping to insure plants in top growing condition.

As specialists of many years standing in the hardy mum field, there is no one who recognizes the fact that it is confusing to make selections from the many new varieties that appear periodically. We grow about 1,000 named varieties a year in addition to many seedlings and testing varieties. In order to eliminate much of this confusion we have analyzed the existing varieties and grouped them into categories that are most requested by our customers.

We have then taken this group and picked what we consider to be the tops in color and form to make a collection. If you order in collection, you will take advantage of the efficient savings we make in production through the use of this method. The collection prices as listed are a full 5-10% reduction from the very nominal catalog price.

Please refer to the body of the Chrysanthemum section for complete descriptions of all varieties used in these collections.

BUY THE COLLECTION AND SAVE

No less than 25 of a variety

1963 SPACE AGE

MOONFLIGHT - cream white
SPACEFLIGHT - yellow
STADIUM QUEEN - red
QUARTERBACK - pink

25 of each
100 plants \$17.50
SAVE \$2.50

1962 SPACE AGE

SPACE-MAN - bronze red
SPACE-SHIP - orange-yellow
SPACE-WAY - red-purple
STAR-FLITE - red bronze
STAR-LITE - orange

25 of each
150 plants \$16.00
SAVE \$2.00

GIANT FOOTBALL MUMS

ALERT - orange
ANTOINETTE LADYGO - maroon
CHRISTINE - bronze
DAINTY LADY - pink
SNOW MANTLE - white
YELLOW GIANT - yellow

25 of each
150 plants \$11.00
SAVE \$1.50

CUSHION MUMS

BOWL O' GOLD - gold
CORSAGE CUSHION - blush
FIRED GOLD - red-gold
GOLDEN FANTASY - yellow
NEW GOLD NUGGET - lemon
POWDER RIVER - white
REDHEART - bronze red
RUBY MOUND - deep ruby

25 of each
200 plants \$11.25
SAVE \$1.75

GARDEN AND CUT

CAMPAIGNER - orange bronze
CANDLEGLOW - white
CARNIVAL - bronze red
KING'S RANSOM - gold
PINK LADY - pink
PRAIRIE SUNSHINE - yellow

25 of each
150 plants \$8.75
SAVE \$1.00

POMPS AND BUTTONS

ALI BABA - purple
BRONZE GREMLIN - bronze
BROWNIE - walnut
CHOCOLATE DROP - maroon
EDNA ROWLEY - pink
WHITE BOUQUET - white

25 of each
150 plants \$8.75
SAVE \$1.00

LOW GROWING POT MUMS

ADORABLE - pink
AZTEC - red and gold
INDIAN RED - light red
KANSAS - white and yellow
RUTH LEHMAN - white

25 of each
150 plants \$10.00
SAVE \$1.00

SPOON MUMS

ADORABLE SPOON - rosy salmon
LOVELINESS SPOON - pink
PEACH SPOON - peach
RADIANT - white
YELLOW SPOON - yellow
VOLCANO - red

25 of each
150 plants \$10.00
SAVE \$1.00

Please send the following collections:

Quantity	Price
_____ 1963 Space Age Mums	_____
_____ 1962 Space Age Mums	_____
_____ Giant Football Mums	_____
_____ Cushion Mums	_____
_____ Spoon Mums	_____
_____ Pomp & Button Mums	_____
_____ Low Growing Pot Mums	_____
_____ Garden & Cut Mums	_____

"THE JOSEPH F. MARTIN CO., INC. warrants to the extent of the purchase price that nursery stock sold is true-to-name and as described within recognized tolerances. Seller gives no further warranty, express or implied, and will under no circumstances be liable for more than the invoice value at the time of purchase.

IBERIS

HARDY CANDYTUFT

ALEXANDER'S EARLY. Very compact, dense and fast growing. This newcomer blooms a week to ten days before the other Iberis, and is a valuable addition because of this trait. It is also a plant that will tolerate poor, dry conditions and perform well.

Per 10, \$3.50; Per 100, \$30.00

PYGMEA. A very interesting new form that is very dwarf with low spreading branches that hug the ground. Only 1 to 2 inches tall, a blanket of spring white blooms, it adapts itself to ground cover or edging use with equal versatility.

Per 10, \$3.50; Per 100, \$30.00

PURITY. One of the best recent perennial introductions. Extra large, very clean white blooms smother lustrous forest green foliage. This Iberis is a slow-growing type that stays nice and compact. After several years as an edging it is only twelve to fifteen inches wide with no hollow centers. One of the best for a permanent effect.

Per 10, \$3.00; Per 100, \$25.00

SEMPERVIRENS. Very dwarf, covered with a sheet of white. Perfectly hardy. Height 6 to 8 inches.

1 Yr.—Per 10, \$2.25; Per 100, \$18.00

2 Yr. Specimen—Per 10, \$3.00; Per 100, \$25.00

SNOWMANTLE. (New) The same identical bloom as the popular Iberis Purity. The plant however is much faster growing and a relatively large clump is produced in a year's time. If vigor is your aim, this is it.

F.G.—Per 10, \$3.00; Per 100, \$25.00

A report from Chicago states that 6 full weeks of bloom still found Snow Mantle in excellent condition.

LIATRIS

BLAZING STAR OR GAYFEATHER

No florist who uses gladioli or other spike type flowers should be without Liatris. This is the perfect companion flower for summer bouquets or basket work. Buying several varieties will give you a long season of bloom, from early summer to late fall.

PYCNOSTACHYA. Does well in any kind of soil, poor or rich, moist or dry, producing richly colored purple flowers on stout stalks. First rate cut flower.

Per 10, \$2.50; Per 100, \$20.00

KOBALT HYBRID. A new one and just about the finest there is. Low growing, similar in flowering characteristics to the Scabiosa types, but produces much more liberally. The color is the most intense deep blue in the family.

Per 10, \$2.25; Per 100, \$18.00

LYCHNIS

VISCARIA FL. PL. An exceptional perennial with such distinctiveness when in flower, it attracts attention from a great distance. The plants are made up with long narrow foliage, producing vermilion red flowers on stems 14 inches in length. As a garden flower for show purposes it cannot be beat. The flowers can also be cut and used in vases. We very highly recommend it.

POTS—Per 10, \$2.25; Per 100, \$18.00

LYTHRUM

MORDEN'S ROSE. Another new development boasting sturdy spikes 2-3 ft. tall with deep rose-pink blooms. Individual florets are larger than usual. June to August bloom.

Per 10, \$3.00; Per 100, \$25.00

MONARDA OR BERGAMOT

OSWEGO TEA

ADAM. Rich rose red flowers are larger and more plentiful than in older types. A really good new plant.

POTS—Per 10, \$2.50; Per 100, \$18.00

F.G.—Per 10, \$3.00; Per 100, \$25.00

DIDYMA CAMBRIDGE SCARLET. Brilliant crimson flowers are produced freely from June until August. A good plant for wild garden as well as border. 2½ feet.

Per 10, \$2.50; Per 100, \$20.00

GRANITE PINK. A distinctive advance in color and form, this lovely new clear pink flower is borne on a plant whose complete hardiness is assured by its origination in the Granite State. Summer bloom on a 2 ft. plant.

Per 10, \$2.50; Per 100, \$20.00

OENOTHERA

YOUNG. Produces numerous, bright lemon-yellow flowers on stems 24 inches tall from June to August. Strong stocky, large-leaved plants with shiny foliage.

Per 10, \$2.50; Per 100, \$20.00

PENSTEMON

BEARD-TONGUE

GARNET. Is nearly spreading in habit, and produces a succession of bloom from June until cut down by frost. Stems are 12-18" long, neatly populated by large rich garnet colored flowers.

Per 10, \$2.25; Per 100, \$18.00

INDIAN JEWELS. Glenn Viehmeyer's Indian Jewels captures the beauty and vigor of the native Penstemon combined with the good qualities of our garden varieties. A large color range includes shades of crimson, pink, and purple. Hardy and highly recommended.

Per 10, \$2.50; Per 100, \$20.00

PRAIRIE DUSK. Tall straight spires are covered with bell-shaped pendants of purple-blue during the month of June. After the initial bloom flowers are produced periodically until frost. A very colorful plant with extra glossy green foliage.

POTS—Per 10, \$4.00; Per 100, \$35.00

HARDY PHLOX

PHLOX PANICULATA HYBRIDS

	Per 10	Per 100
AIDA. Strong growing. Rose-salmon	\$2.25	\$18.00
B. SYMONS JEUNES. Beautiful deep rose with red eye	2.50	20.00
BRIGADIER. Lively carmine, small red eye, strong grower	2.50	20.00
CHARLES CURTIS. Large florets, bright sunset red	2.50	20.00
DRESDEN CHINA. A delicate soft pink, large floret	2.50	20.00
FAIRY'S PETTICOAT. A striking mulberry with a dark eye	2.50	20.00
LEO SCHLAGETER. Lively orange red, strong grower	2.25	18.00
LILLIAN. Continuous bloom of lovely salmon-pink	2.25	18.00
MRS. WM. JENKINS. Pure white. Late flowering, medium height	2.50	20.00
MIES COPIJN. Large head and florets of clear silver pink	2.50	20.00
SIR JOHN FALSTAFF. Exceptionally large, rich salmon-pink	2.50	20.00
THUNDERBOLT. Large fiery red flower heads. NEW	3.00	25.00
WHITE ADMIRAL. Huge blooms. Pure white	2.25	18.00

PHLOX SUFFRUTICOSA

MISS LINGARD. Pearly white, early, good cut flower	3.00	25.00
MISS VERBOOM. Lovely pink blooms on plants identical to Miss Lingard	3.00	25.00

PACHYSANDRA

PACHYSANDRA TERMINALIS. Reputed to be one of the finest evergreen ground covering plants. Six to eight inches tall, there is hardly any ground cover that can equal its versatility. Our production of nearly 500,000 units is proof of our great confidence in the future of this wonderful, carefree plant. We want your business and you can be assured of top quality at a reasonable price. One order, or better yet come to see us, and we will show that we aim to fill your requirements now and in the future.

1¾" peat pots—Per 100 \$14.00; Per 1000 \$110

2¼" pots 1 yr.—Per 100 \$15.00; Per 1000 \$120

2¼" peat pots 2 yr.—Per 100 \$20; Per 1000 \$180

3" pots—Per 100 \$22.00; Per 1000 \$200.00

ROOTED CUTTINGS

Our Pachysandra cuttings are not just a sideline "quick buck" item. They receive as much or better attention than other items in our schedule of production. Clean, white, sterile silica sand, with the addition of peat is used as the rooting medium. To insure clean disease-free plants they are sprayed on a rigid two week schedule. They are foliage fed every time they are watered.

Per 1,000, \$35.00; Per 100, \$5.00

The flatted transplants are grown in a peat and styrofoam base and are exceptionally nice.

Flats (100 transplants) \$6.50 each

PHLOX SUBULATA

INTENSITY. A very strong grower this newcomer has deep evergreen foliage and the color is a strong, intense cerise. Doesn't scorch and produces nice big clumps.

Per 10, \$2.50; Per 100, \$20.00

SCARLET FLAME. This brand new introduction from the New England States will assuredly be one of the favorites in this already extremely popular group. An exciting bright color as indicated by its name, it sells without a salesman.

F.G.—Per 10, \$2.50; Per 100, \$20.00

PHYSALIS**JAPANESE LANTERN**

FRANCHETI. A big money maker that will yield more than any other outside crop. The fruits are becoming more popular each year for decorative purposes in the early fall and winter. The color of these lantern fruits is orange-vermilion and are ever-lasting after drying. Single plants produce as many as thirty lanterns that sell readily in any flower market.

Per 10, \$2.50; Per 100, \$20.00

PHYSOSTEGIA**FALSE DRAGONHEAD**

GRANDIFLORA ROSY SPIRE. Grows from 18-24 inches with large heads of bright violet mauve flowers. Very desirable for cutting.

Per 10, \$2.00; Per 100, \$15.00

SUMMER SNOW. In all its characteristics, it resembles the medium tall Rosy Spire. Flowers are glistening pure white and admirably suited to cutting.

Per 10, \$2.00; Per 100, \$15.00

PLUMBAGO**LEADWORT**

LARPENTAE. One of the most desirable border and rock plants. It is of dwarf, spreading habit, growing 6 to 8 inches high, covered with deep blue flowers during the summer and fall. The flowers are borne in small clusters just above the foliage. Does well in the rock garden in full sun or light shade.

Per 10, \$3.00; Per 100, \$25.00

POTENTILLA

AUREA VERNA. A large tight clump of attractive strawberry-like leaves about twelve inches in circumference produces multitudes of tiny bright yellow flowers throughout the summer. Brand new and a valuable addition for the border or rockery.

Per 10, \$3.00; Per 100, \$25.00

KLONDIKE. A new form with larger more luminous golden yellow blooms than older types. A free blooming variety that performs for the entire summer.

F.G. Per 10, \$6.00; Per 100, \$55.00

Pots Per 10, \$4.00; Per 100, \$35.00



VIOLA CATHERINE SHARP

PRIMULA**POLYANTHUS PRIMROSE**

PACIFIC STRAIN. These plants are grown from seed that is cross-pollinated and hybridized by hand under glass. The strain is extremely hardy and the flowers are larger than a silver dollar. Grown in 2 1/4" peat pots, there is no danger of loss when transferring them to the beds. These plants kept in an active condition will make large clumps suitable for potting and forcing in five or six inch pots. Available in the following colors: Scarlet and Bright Red, Rose Shades, Yellow and Bronze Shades, Blue Shades, White and Mixed.

Per 10, \$2.50; Per 100, \$18.00; Per 1000, \$140

GIANT BOUQUET. A new, magnificent development. Flowers are often individually more than 2 inches across. They produce in great numbers and display an immense variety of coloring from white, cream, yellow, scarlet, purple, crimson. Strong stemmed, they are fine for cutting and the border.

POTS—Per 10, \$2.00; Per 100, \$15.00

Per 1000, \$135.00

RUDBECKIA

GOLDEN GLOBE. New. A truly outstanding form. Flowers a perfect globe, 3" in diameter, borne in profusion on stems 20-30" tall. Foliage is a miniature of the rugged Golden Glow. Thoroughly tested for hardiness and public appeal.

Per 10, \$2.00; Per 100, \$15.00

RUTA

BLUE MOUND. Beautiful feathery, glaucous, blue-silver leaves on a delightful mound-like plant. Called the "Herb of Grace" it is wonderful as a low hedge or a border plant. Ideal for pot sales because of its unusual high coloring.

Per 10, \$3.00; Per 100, \$25.00

SANTOLINA

VRIDIS. An attractive shrubby plant especially suited for work on sunny, dry borders. Foliage is bright green and sweetly scented. Grows to a height of one foot and produces white flowers.

Per 10, \$3.00; Per 100, \$25.00

Rooted Cuttings—Per 100, \$6.00

SALVIA

SPLENDENS BICOLOR. A very attractive low bushy plant that has fragrant aromatic leaves of plum red and green. Its deep tap root makes it non-invading and a wonderful subject for hot dry locations.

F.G.—Per 10, \$2.50; Per 100, \$20.00

SPLENDENS TRICOLOR. All the good habits of the salvia listed above, with the addition of streaks of pure white throughout the foliage.

POTS—Per 10, \$3.00; Per 100, \$25.00

STATICE

LATIFOLIA. (Sea Lavender). The fine purplish blue flowers are very attractive when used as a filler in medium sized vases. These plants produce an abundance of flowers during the months of July and August. If cut and dried they can be kept for a long time in good condition. Also a valuable plant for the border or rockery.

Per 10, \$2.50; Per 100, \$20.00

SEDUM

KAMTSCHATICUM. Orange - yellow flowers, with prostrate, green foliage turning golden in autumn.

Per 10, \$2.00; Per 100, \$15.00

REFLEXUM. Small, succulent, pointed, gray-green leaves on a neatly compact evergreen plant. Pretty yellow flower heads are produced in the spring, however the principal beauty lies in the foliage.

Per 10, \$2.25; Per 100, \$18.00

SPECTABILE. Erect growing mass of rose colored flower heads, 18 inches high. August and September.

Per 10, \$2.00; Per 100, \$15.00

SPECTABILE BRILLIANT. Erect growing mass of red colored flower heads 18 inches high. August and September.

Per 10, \$2.25; Per 100, \$18.00

SPECTABILE VARIEGATED. A very striking combination of gold and green leaves on a ten to twelve inch plant. Summer bloom of rose pink is also highly attractive.

Per 10, \$3.50; Per 100, \$30.00

SPURIUM COCCINEUM. Flowers rosy crimson. 6 inches. July and August. Very good.

Per 10, \$2.25; Per 100, \$15.00

SPURIUM DRAGON'S BLOOD. Outstanding for the rock garden and dry wall. Foliage deep reddish bronze, with blood red flowers, June thru October.

Per 10, \$2.25; Per 100, \$18.00

SIEBOLDI. Round, thick, nickel-size, silvery gray leaves carry an attractive creped reddish margin all summer. Bright pink flowers from Sept. to frost. Sees double duty as a good garden subject and a fine pot plant for use in the house. Acclaimed by most horticulturists as the top variety in the whole group of sedums.

Per 10, \$3.00; Per 100, \$25.00

STOKESIA**CORNFLOWER ASTER**

BLUE DANUBE. (Super Blue). New and a wonderful advance in this family. Growth is stronger, flowers more profuse, and color brighter than anything we have seen in Stokesia. Supply is extremely limited.

Per 10, \$2.50; Per 100, \$20.00

SILVER MOON. A new improved white Stokesia. Delicate pink tinges running through a gracefully feathered flower of especially generous size.

Per 10, \$3.00; Per 100, \$25.00

THALICTRUM**MEADOW RUE**

GLAUCUM. Fine cut glaucous foliage. Brown-yellow flowers in June. 3 feet.

Per 10, \$2.25; Per 100, \$18.00

THERMOPSIS

CAROLINIANA. A lovely lupine-like plant with rich green foliage, growing about two feet high. In June and July, yellow pea-like flowers are produced in racemes six to twelve inches long. The general appearance is that of a yellow lupine.

Per 10, \$2.75; Per 100, \$22.50

THYMUS**THYME**

SERPILLUM ROSEUM. Attractive very dense mats of tiny dark green leaves that thrive in the hottest driest situations such as cracks in stepping stones and crevices in paved walks. In June the plants are covered with rose pink flowers. The leaves are fragrant at all times.

Per 10, \$2.25; Per 100, \$18.00

SERPILLUM AUREUS. Same general traits as above with leaves being green in the summer but in autumn turn a brilliant gold color and so remain all winter.

Per 10, \$2.50; Per 100, \$20.00

TRADESCANTIA

SPIDERWORT

BLUE STONE. One of the prettiest. Glistening light blue flowers in profusion.

Per 10, \$2.00; Per 100, \$15.00

LENORE. The very fine flowers are a deep rich glowing violet.

Per 10, \$2.00; Per 100, \$15.00

JAMES STRATTON. A variety with large flowers 2½ inches from tip to tip, in color deep delphinium mauve, slightly shaded with rose.

Per 10, \$2.00; Per 100, \$15.00

PURPLE DOME. Vividly brilliant purple flowers which sparkle with life in sunlight. Fine grower and it flowers freely. Considered the most spectacular one of the entire collection.

Per 10, \$2.00; Per 100, \$15.00

VERBENA

CANADENSIS ROSEA. A low creeping plant that blooms continuously all summer. The flowers are a beautiful rose and give off a fragrance that is most pleasing. Ideal for edging and specimen work, and adds the mark of a master when used in floral design.

Per 10, \$3.00; Per 100, \$25.00

VERONICA

BLUE PETER. The flower spikes are of deepest navy on stiff stems about 15 to 18 inches tall. This variety will replace Blue Spire as soon as it is better known because of its better color and far superior habit of growth and floriferousness. A heavy bloomer and of easy culture.

Per 10, \$2.50; Per 100, \$20.00

ICICLE. All the sturdy robustness of Longifolia Subsessilis with long white icicles of bloom. Outstanding in the garden and nice for cutting.

POTS—Per 10, \$3.00; Per 100, \$25.00

LONGIFOLIA SUBSESSILIS. 2 feet. July to September. One of the handsomest blue-flowering plants. Perfectly hardy and increases in strength and beauty each year. Spikes completely studded with beautiful blue flowers; fine for cutting and one of the best for the hardy border.

F.G.—Per 10, \$3.50; Per 100, \$30.00

PINK SPIRE. Without question the best tall truly pink Veronica. The habit of growth is not unlike Veronica Longifolia Sub, very neat, compact, and self-contained. The flower spikes are long and striking with a lovely soft pink color high-lighted by red anthers. This is valuable also because it responds well to pot and can culture for producing specimens for sale in bloom. Certainly one of the nicest new perennials in a long time.

Per 10, \$3.00; Per 100, \$25.00

3 NEW VERONICA SPICATA

ENGLISH IMPORT

These plants are noted for their compact growth habits as well as their complete vigor and ability to produce an abundance of bloom. Dainty flower spikes, appearing from late June through August, lend a cool effect to the landscape, even during the hottest season.

BARCAROLE. Deep rose pink flower, spikes 10 inches.

MINUET. Blush pink with silvery foliage, 12 inches.

PAYANNE. Clear pink, crisp dark foliage. 18 inches.

Per 10, \$2.50; Per 100, \$20.00



ARMERIA CEPHALOTES RUBRA (Page 8)

VIOLET ODORATA

ROSINA. Producing not only in spring but again in the fall. The flowers are deliciously fragrant and of a charming combination of pink and old rose shades. The fragrance probably is the most outstanding feature of this Viola. It is quite resistant to either sun, or dry weather conditions.

POTS—Per 10, \$3.00; Per 100, \$25.00

WHITE WONDER. (Var. The Czar). Large, single, pure white, with faint blue and yellow tinting. Very fragrant.

Per 10, \$2.25; Per 100, \$18.00

VIOLA

CATHERINE SHARP. Now you are able to give your customer a really hardy pansy in a deep velvet blue that will survive even the coldest winter weather. As long as you pick the blooms, it will keep blooming from early spring until the snow flies. In the greenhouse it can be used as a forcing plant and will bloom almost continuously all winter long.

POTS—Per 10, \$2.25; Per 100, \$18.00

F.G.—Per 10, \$3.00; Per 100, \$25.00

TEXTURES

The term "texture" is an elusive thing at best, but it is a highly important note in the planning of a home design. It is the reason a builder will use handsplit cedar shakes at a cost of \$1000.00 more per house when asphalt shingles would keep the water out as well. An architect will call for an unusual brick or stone that will achieve a texture he desires and thereby lend meaning to his design. In your plans for ground covers keep "texture" in mind. Look at the pictures of the ivies pictured on page 6 and see if you can get the impression of "texture" and how you can adapt this principle to your landscape design. Many times the application of this idea can be "the difference" that will put your work more in demand than the next fellow's. Try all three of these items for an added boost to your landscape presentation.

Hardy Chrysanthemums

The Best List of Garden Mums in the U. S.

FIELD GROWN

The prices following the descriptions are for fully developed field grown mum plants, shipped without tops, except as listed below.

ROOTED CUTTINGS

(Supplied from March 1st to July 1st. For Fall Field Grown prices on these varieties check the fall order blank)

Those varieties which are marked "r.c." are supplied as rooted cuttings only. You will note that immediately following the price line which designates the field grown clump price, there is on some varieties a capital letter. This letter is your key for rooted cuttings as follows:

A—Per 100, \$20.00; B—Per 100, \$8.00
C—Per 100, \$ 7.00; D—Per 100, \$6.00
Minimum order 25 cuttings of a variety

SPACE AGE MUMS

The Joseph F. Martin Co. is pleased to announce that it has available a limited quantity of the new Chrysanthemum varieties developed by the University of Nebraska through the efforts of Professor Glenn Viehemeyer. He has designated two as "Space Age Mums," and two as a new "Football Series". These 1963 introductions will be available on or about April 20-30 and we are pleased to accept bookings for that time. The writings are the descriptions as forwarded by the University and we are pleased to reprint them below:

ANNOUNCEMENT OF RELEASE

The University of Nebraska announces the release of five new varieties of chrysanthemums for increase and sale by commercial growers.

These new clones, which have been designated as the SPACE AGE MUMS, are the result of fifteen years of hybridization which has combined the hardiness and earliness of small flowered garden mums with the size and flower quality of the large flowered quills and spoons that are adapted to the short seasons and erratic weather of the Great Plains. In addition to the quilled and spooned flowers forms the SPACE AGE MUMS offer a whole new range of "decorator colors" soft roses, tans, bieges and their unusual tints and tones. These soft colors are compatible with modern decor making the SPACE AGE MUMS excellent material for arranging.

The releases are described below.

1963 INTRODUCTIONS

(Available after April 20th)

D 126, MOONLIGHT: Another "Space Age" quill with 4-6" informal blooms; full double, the long outer rays creamy white deepening to gold at the center; excellent, long lasting material for cutting and arranging. Flowers are borne in loose clusters of 3-5 on plants 24" tall by 30" wide. The foliage is mid-green and ample, resistant to leaf disease. The plant requires no staking. A good variety for border and cut flowers. The clone should do well over the northern two-thirds of the country with light protection in the north and at high elevations. Season of bloom September 1 until hard frost.

r. c. Per 25, \$5.00

D 141, QUARTERBACK: The second of the "Football Series" and a good companion for Stadium Queen which it resembles in all respects, except color and flower size. The flower color is rich pink with touches of yellow. Primary flowers are strongly incurved; the secondary ones less so. Flower size 4-5" in diameter. Well grown plants may bear as many as twenty of the big flowers in clusters of 3-5 on stems suitable for cutting. The strong, upright plants require no staking except in very exposed locations. The leathery, dark green foliage is large and abundant. The plant a good propagator. Season of bloom September 1 until hard frost. This is a good border and cut flower variety adapted to the northern two-thirds of the U.S. In the colder areas it should have light winter protection.

r. c. Per 25, \$5.00

NP 1262, SPACEFLIGHT: This is a large flowered quill with 5-7" flowers; the deep yellow color is overlaid with red-bronze. The heavy textured, rather formal, long lasting flowers have long, evenly spaced rays quilled to the tips, central rays in partially opened flowers curve inward over the disk. Flowers are borne singly on long stems; excellent for arranging. The 30" tall x 30" wide, upright plants support the big flowers well, even under adverse weather conditions and require little or no staking under average garden conditions. Foliage is mid-green and heavy. Probable range of adaptation: the northern two-thirds of the U.S. May require light protection in the northern states and at high elevations. Season of bloom September-October.

r. c. Per 25, \$5.00

D 133, STADIUM QUEEN: This is the first of a new "Football Series" being released by the University. The very large 5-6" incurved flowers are borne singly on 8-14" stems; well grown bear as many as twenty big blooms. Flower color—the observe of the rays is strong red and the reverse bronze giving an overall effect of red bronze. Excellent as cut flowers and for arranging. The upright plants do not require staking if grown in full sun. It is far superior to the "English mums" in this respect and equals them in flower size and quality. The excellent, dark green foliage is heavy textured and abundant. Clumps produce strong rhizomes and the clone is easily propagated. Season of bloom from September 1 until hard freezes. It is valuable in the mid-border and as a cut flower. Probable range of adaptation, the northern two-thirds of the U.S. The plants should have light winter protection in the colder parts of the country. The variety may have value as a disbud.

r. c. Per 25, \$5.00

1962 INTRODUCTIONS

NP 1093, SPACE-MAN: This is a gem for the border; 15" tall and 24" wide the plant is a true cushion entirely covered with starry, bronze-red, 3 inches, fully double flowers from mid-September until hard frost; takes 28° F. without injury. A good propagator.

r. c. Per 25, \$3.00

NP 1084, SPACE-SHIP: A strong growing variety 24" tall with an equal spread. The flowers are borne singly on 10-12" stems and have a diameter of 4-5½". The color a pale orange-yellow with opalescent tints at the center; outstanding as a cut flower. Begins blooming in early August and continuing until hard frosts.

r. c. Per 25, \$3.00

1962 SPACE AGE MUMS Continued

NP 1071, SPACE-WAY: Perhaps best described as a huge cushion mum, this clone reaches a height of 25 inches and a spread of 30 inches. The 3-4" flowers are a strong, red-dish-purple (deep lavender) and are borne in clusters of 2-4 on stems suitable for cutting. Fully expanded flowers are highlighted by a small golden disk. The plant is strong and spreading; at peak of bloom the foliage is hidden by the flowers. A strong propagator, with bloom from September 1, until hard frosts.

r. c. Per 25, \$3.00

NP 1263, STAR-FLITE: A neat, upright plant that bears its bright bloom well above the foliage through September until hard freezes; height 20", width 22". Foliage dark green. Flowers are fully double, rays are quilled with a tiny spoon at the tip. Individual flowers range from 3 to 3½" diameter. The color is a brilliant red-bronze that is particularly effective under incandescent light. The plant is a good propagator.

r. c. Per 25, \$3.00

NP 1252, STAR-LITE: New and different; this is an important border plant as well as an excellent variety for flower arrangers. Plants are only a foot tall and two feet wide. Foliage is deep green and large. The great flowers are borne singly on stems suitable for cutting. The plant is storm-proof. Bloom begins August 1, and continues until hard freezes. A good propagator. Flowers are fully double, quilled and often reach a diameter of six inches. Color is a pale orange that deepens toward the center, outer rays often tipped with lavender. Long lasting when cut.

r. c. Per 25, \$3.00

NP 1265, STAR-TRAIL: This is a major break in hardy mum breeding. A plant so sturdy that it never breaks in wind or rain, a long season of bloom, an indeterminate habit of growth that buries spent flowers with new ones and very large, dark green foliage all add up to a great mum. When you add to such a plant spider flowers of brilliant yellow with a green disk, and a diameter that ranges from 5 to 6½" and a season of bloom that is from early August until hard frost, you have a mum that merits a place in every garden. This is certainly the most unusual and perhaps the best mum the University of Nebraska has introduced.

r. c. Per 25, \$3.00

EARLIER INTRODUCTIONS

AK-SAR-BEN. The first in a new and unique series of early blooming quill or "Spider" mums for the garden. The fully double stiff textured quilled flowers are 3½ to 5 inches across and are borne singly or in loose clusters on strong stiff stems. The color, as described by Mr. Viehmeyer, is a decorator color which goes well in arrangements with many colors, being a suntan shade overlaid with rose. Strong 30" plants bear their blooms from late August until killing freezes. A truly hardy, early blooming "Rayonante" type mum has been much desired and thus this variety, the first in that category, is sure to be popular.

Per 10, \$3.00; Per 100, \$25.00

NP 1073 APOGEE. (A-po'je: The most distant point of a satellite's orbit.) A very strong grower, making a mound of vegetation 24" tall and 30" across. The plant withstands wind and rain well, the foliage is grey-green and dense. Flowers range from 3-5" in diameter, and fully double and quilled. The color is a rich lavender-purple. The season of bloom from mid-September until hard freezes.

Per 10, \$3.00; Per 100, \$25.00

NP 1075, STARFALL. (Star'-fall, a navigational term that anticipates the time when man crosses interplanetary space to land on another planet.) A strong, windfirm plant reaching a height of 30" and bearing its big red-bronze flowers on long stems. A good border plant and cutflower. The color is red overlaid tan with the spoons being brighter. The tannish outer quills and the bright red spoons giving a pleasing two-toned effect on fully open flowers. Season of bloom from late August until hard frost.

Per 10, \$5.00; Per 100, \$45.00

MESA. The first of a giant Atomic Age Daisy series from North Platte. Large 4½" to 6" duplex flowers have 6 to 8 overlapping ray flowers, that are curled at the ends. A deep yellowish pink that lasts well as a cut flower, and holds up under adverse weather conditions. Classed as a mid-August blooming type, it should be invaluable in all plantings of hardy mums.

Per 10, \$3.00; Per 100, \$25.00

MARTIN MUMS

PINK ICE (New 1693) Large flat discs of symmetrical spoon type flowers. Row upon row of spoon petals that mass in the center and continue to get longer in each succeeding row until the overall flower size of 3 to 3½ inches is reached. The petals are so tightly knit together that there is an impression that they have been pressed together for extra firmness. The plant form is broad and flat rather than mounded. The stems are sinewy and will take exposure to the roughest weather. The flowers are a deep rose pink with a silver reverse visible in the latter stages. Produces a mass of stolons for good digging and a mass of bloom for good selling from mid-September. Takes more than one or two killing frosts to dull this one.

r. c. Per 25, \$6.00

LEMON FLUFF. Tested in our nursery for five years we have found this one to be the brightest bloom in our fields from mid-September to mid-October. We call it lemon fluff because it looks like a mound of feathery lemon and cream shadings. Extremely floriferous producing so many blooms that the foliage is completely obscured. Our plantings of this one have been made as late as July 15th and produced showy bloom by September 10th. A show stopper.

F. G. \$1.00 Each
r. c. Per 25, \$4.00

FLUFF. After tests in all parts of the country, this white cushion is proclaimed one of the finest in the hardy mum field. In the normally hard to please northwest sections including Colorado and Idaho, it was rated absolutely tops. The early September bloom coupled with the ability to hold its good clear white color without fading or turning blue, is principally responsible for its vast acceptance. A true cushion form, being a perfect mound of white bloom, fourteen inches tall and eighteen inches across. An exceptionally fine and vigorous root system assures easy handling of field grown plants as well as insuring the hardiness. In our opinion the finest white cushion mum on the market today.

r. c. Per 25, \$4.00

GRAPE FLUFF. Another true cushion type that is characterized by a complete mound of brilliant non-fading grape colored blooms. This variety has a tremendous root system and also has the ability to produce quantities of cuttings in the greenhouse. Late September finds this fifteen inch plant in full flower, and the end of the mum season finds it still bright. This one contains the hardy attributes of its counterpart, Fluff, as well as being an ideal color companion.

r. c. Per 25, \$4.00

GOLDFLAME. A very unusual habit of growth. Each individual 3" bloom of bright golden yellow is borne singly and stands out as a complete individual on plants that are 1 foot high and 2 feet across. There is no mound so that the overall appearance is low, broad and level. This uniformity can be advantageous in formal landscape plantings. Late September bloom is very hard and long lasting with a good degree of frost resistance.

r. c. Per 100, \$10.00

RADIANT. Given a market survey in Cleveland this proved the "hottest" seller on the outdoor cut flower market. A beautiful white spoon borne on tall strong stems that flex easily and won't break down even under extreme conditions. Stark white ray like tubes in multiple rows radiate from a high crested yellow center to form a perfectly symmetrical bloom that is borne on a long penduncle. Radiant and Glow will prove unsurpassed in arrangements. A frost resistant, midseason bloomer, that produces an abundance of stolons.

r. c. Per 100, \$8.00

General List

STANDARD AND DECORATIVE

Varieties priced r.c., supplied as rooted cuttings only. Other prices are for fully developed field grown stock unless followed by a capital letter. For explanation see page 11.

ALI BABA. A perfect mound, topped with a myriad of tightly knit ball shaped pomps. The color is a deep claret purple that lasts without fading from mid-September until the end of the season. Frost-resistant.

r. c. Per 100, \$7.00

ALERT. One of the largest and earliest English varieties grown today. Six-inch, heavy textured, very double orange bronze blooms have a luminescent quality. Disbudding will produce blooms as large as 10".

r. c. Per 100 \$8.00

ANTOINETTE LADYGO. A beautiful, very deep velvety red 5 inch bloom on strong stems. Color does not fade, is frost resistant and has excellent substance Midseason.

r. c. Per 100 \$8.00

BRIGHT FORECAST. Clean bright lemon pompons appear in beautiful sprays on straight sturdy stems. Very free flowering and outstanding.

r. c. Per 100 \$8.00

BRONZE BUTTON. One of the most popular forms of the hardy mum in one of the most popular fall colors. Hundreds of bronze buttons on a medium to low mound appear about Sept. 20. Outstanding pot mum.

r. c. Per 100 \$8.00

BRONZE GIANT. The ruggedness combined with the ability to produce a multitude of large 4" striking bronze blooms, and not its medium height, give this early flowering beauty its name.

r. c. Per 100 \$8.00

CAMPAIGNER. This is the year for this new September flowering stalwart. A fine 3" cactus bloom that embodies bronze-gold and walnut shades in its prime bloom and mellows to a near orange after frosts. An ideal fall color atop a flaring plant.

r. c. Per 100, \$8.00

CANDLEGLOW. Blooming about September 28, this tall, clear, crisp creamy white produces multitudes of blooms on graceful sprays. An excellent cut flower and a wonderful background mum.

r. c. Per 100, \$7.00

CARNIVAL. A bright, brilliant play of bronze, red, and golden bronze shades. Full double, 3" flowers on dignified, well branched sprays.

Per 10, \$2.50; Per 100, \$20.00—D

CHOCOLATE DROP. A very unusual 1 in. button, glossy oxblood red to chocolate maroon, turning to near ebony in cooler weather. A medium height plant of exceptional hardiness, this one produces long attractive sprays by Oct. 1st, that are ideal and long lasting in arrangements. Different.

Per 10, \$2.50; Per 100, \$20.00—D

CHRISTINE. A sport of Pamela James, in a very attractive deep bronze shade. This plant is literally covered with large 4" weather resistant blooms. Excellent for pots and a good all around hardy mum.

r. c. Per 100 \$8.00

CRUSADER. Large double bright crimson red blooms that will average 4" and more, and extra large when disbudded. Flowers are produced individually on husky stems with very strong flower petioles. Our choice as the best specimen from the hundreds we have tested.

Per 10, \$3.00; Per 100, \$25.00

DAINTY LADY. An extra large very pleasing pink. Even though the flower and plant are rugged there is a dainty delicate appearance. Flowers are heavy textured, fully double, pointed petals. Mid-season.

r. c. Per 100 \$8.00

DARK KNIGHT. A hearty vigorous performer that boasts velvet-like ruby crimson blooms borne in profusion on a medium height plant. The frost resistant blooms start to appear about Sept. 28, and last throughout the entire season.

Per 10, \$3.00; Per 100, \$25.00

FLAMING PILLAR. A brilliant erect pillar with huge heads of flaming scarlet to glistening Christmas red flowers. Blooms are so profuse and tightly massed that the illusion of one huge flower head is achieved. Blooming about Oct. 15th this fiery column closes your season with a blaze.

Per 10, \$3.00; Per 100, \$25.00—B

FRED STONE. Rich velvety blood-red duplex, with a lighter reverse. Reflexed 4" blooms that will withstand bad weather. Particularly desirable because of its non-fading, color-holding ability. Midseason.

Per 10, \$3.00; Per 100, \$25.00

HAWN'S RED ENGLISH. One of the original and still one of the best English varieties. A beautiful bright red with an orange reverse on a upright plant that does not sprall. Mid-season bloom. A good parent if you are interested in hybridizing.

Per 10, \$3.00; Per 100, \$25.00

HOLIDAY. Lusty, stunning bronze gold shading to old gold. 4" decorative, strap like petals, full double. A bountiful cut variety. Early. Frost resistant.

Per 10, \$3.00; Per 100, \$25.00

HUNTSMAN. Vivid and nobly brilliant, bright scarlet, overlaid orange-bronze 2½ to 3 inch on two foot branching plant. Early October, extremely hardy.

Per 10, \$2.50; Per 100, \$20.00

KING'S RANSOM. Massive heads of 3 inch bloom are closely grouped to give the impression of one immense yellow head. Robust and sturdy columns of medium height. Blooms October 1st.

Per 10, \$3.00; Per 100, \$25.00—D

LAVENDER BEACON. Unlimited cutting sprays of 3" decorative blooms of a deep lavender purple are produced by Sept. 25th. A fine general purpose variety that is extra hardy and exceptionally prolific. A must for the florists trade.

Per 10, \$3.00; Per 100, \$25.00

MARY WILSON. A beautiful pink form that is knit into tight uncurved blooms that form the true corsage type "mum". A six inch bloom if disbudded and a pleasing performer without.

r. c. Per 100 \$8.00

MICHAEL. Our good friends and neighbors, the Ladygos, has come up with this one. A very rich, bright velvety purple that is highlighted by irregular streaks of white throughout the petals. A striking 3 to 4 inch full double quality bloom that has nothing to compare with it in the entire hardy mum field. October 1st blooms on a medium height plant.

Per 10, \$3.00; Per 100, \$25.00

MICHIGAN. Large clear yellow blooms fully 4 inches and larger across, produce on vigorous plants with rigid stems. A good disbud and cut flower. Midseason, medium height.

Per 10, \$3.00; Per 100, \$25.00

MYRTLE WALGREEN. Rich amaranth purple underlaid with silvery lilac, aging to clean, clear mallow purple. 4 in. bloom, 2 ft. tall, September 20.

Per 10, \$2.25; Per 100, \$18.00

NEW FIREBIRD. Sturdy upright plants of medium height, bear ideal cut flower sprays. Fully double blooms of deep crimson red attain generous 3 to 4 inch proportions without disbudding. Color retention and frost resistance are evident in this midseason newcomer.

Per 10, \$3.00; Per 100, \$25.00

NOBILITY. Good sturdy cutting stems start right at ground level and produce fully double velvety textured deep black-red flowers. Blooming about October 4 with rich green foliage.

Per 10, \$2.25; Per 100, \$18.00

OHIO STATE. Bright golden yellow blooms of the cactus type reach 7 inches across with disbudding. Very strong stems hold generous sprays of excellent cut flowers at the peak of the season.

r. c. Per 100, \$10.00

PINK LADY. A delicate, misty true pink type. Hundreds of blooms are produced on an airy informal plant of medium height. September bloom on a plant that really appeals to the ladies.

r. c. Per 100, \$7.00

PRAIRIE SUNSHINE. A dazzling new one from the University of Nebraska that promises to be one of the best. Flowers are fully double, up to 4 inches with good depth and substance. A continuous procession of big golden yellow flowers are borne singly on 9-14 inch stems, starting in early August and terminated only by hard freezing.

r. c. Per 100, \$6.00

PURPLE DOME. Husky upright plant of medium height grow much in the form of a cushion. Myriads of fully double 3" amaranth-purple blooms completely cover the plant. This is one of those strong colors that stops your customer every time.

Per 10, \$3.00; Per 100, \$25.00

PURPLE HEART. Deep, velvet-like, purple, fully double flowers of nice size, are unique because of their semi-quilled petals and accent of silver reflex. Sept. 28.

Per 10, \$3.00; Per 100, \$25.00

REDCOAT. As hardy as the men it pays tribute and as brilliant as the uniforms they wear. A strong grower resisting with casual abandon the culprits that take their toll from others less sturdy. Flowers are a really new red in Chrysanthemums. Vermilion is the closest comparison. Fully double, they appear on strong yet succulent stems growing medium high.

Per 10, \$2.50; Per 100, \$20.00

ROYALIST. The classic pompon shown at its best advantage. Velvety ox-blood red flowers, remarkably firm long lasting and weather resistant are borne in graceful sprays on a medium height plant. A good midseason cut flower.

Per 10, \$3.00; Per 100, \$25.00

RUBY BREITHAUPT. Immense 5-6 inch blooms of primrose yellow, that mellow to a cream yellow, appear early in the season on a vigorous medium height plant. Very good for pot or cut.

r. c. Per 100, \$10.00

SHOW GIRL. Deep purple incurved bloom of a generous 3" size are profusely borne on willowy stems that hold up very well. Excellent for use as a cut flower this mid-season variety also responds well to disbudding.

Per 10, \$3.00; Per 100, \$25.00

SNOW MANTLE. Four to five inch incurved blooms are boldly displayed on this handsome English exhibition type. A pure white that blooms about October 10.

r. c. Per 100 \$8.00

SUNDANCE. Truly an outstanding introduction. Huge 4" golden yellow blooms of heavy texture and firm substance, are produced freely on plants that are full 24 inches wide and 24 inches tall. Really good for specimen work. In bloom by Sept. 25.

Per 10, \$3.00; Per 100, \$25.00

WHITE BOUQUET. Every plant and every stem is a complete bouquet of bright white buttons. The best in its class in the hardy field. Many greenhouse growers use this one for their white pom. Early, good for pot or cut.

r. c. Per 100, \$6.00

YELLOW GIANT. A sport of the very popular Bronze Giant. Like the parent it has sturdy stiff stems, huge flat flowers of twisted petals and lush large foliage. Massive 6" flowers of a deep non-fading yellow bloom periodically from mid-September on, producing fresh blooms all season on. Tremendous size if disbudded.

r. c. Per 100 \$8.00

CUSHION OR LOW GROWING TYPE

Varieties priced r. c., supplied as rooted cuttings only. Other prices are for fully developed field grown stock unless followed by a capital letter. For explanation see page 11.

ADORABLE. Extremely early, beautiful, clear pink that is considered to be the truest yet known to the trade. This is one plant that you can be sure that you will not have enough to supply the demand. Double.

r. c. Per 100, \$7.00

AZTEC. A new and highly unusual low growing type suitable for potting. Fourteen inch plants are covered with blooms of red. This red is mottled and flecked with gold as though it were sprinkled from a salt shaker. Mid-season.

r. c. Per 100 \$8.00

BOWL O' GOLD. A brilliant early cushion with more shapely flowers than generally expected in the family. It is one of the finest yellow cushions. Only one foot tall, spreads more than two feet in its first season. It looks like the sun on an overcast fall day. Early.

r. c. Per 100, \$6.00

BRONZE GREMLIN. A new and completely different early season classic. Perky 1½" deep walnut bronze pompons sport a showy mahogany eye, which later blends into an overall smooth buff maple. A perfect rounded mound with loads of color by Sept. 15th.

r. c. Per 100, \$7.00

BRONZE QUEEN. A compact, showy cushion type that sports tightly knit pompons of a highly desirable shade of copper-bronze. Blooms Sept. 20 for early sales.

Per 10, \$3.00; Per 100, \$25.00

BROWNIE. 1-inch pompons of burnt-orange surrounding a bronze center. Tiny flowers covering a dwarf symmetrical plant make this one a must.

r. c. Per 100, \$6.00

BUFFALO. A very unusual rich, clear, sunburst bronze with a slight red shading on mature flowers. Exceptionally early, mid-August, fully double, pompon like blooms of nice size grace this new cushion variety from Gene Howard at Cheyenne. A very rugged type that responds well to pots both spring and fall.

Per 10, \$2.50; Per 100, \$20.00

CORSAGE CUSHION. Pretty 2" fringed carnation like blooms completely envelop a 15" mound shaped plant. Pearl pink blooms appear about the first of October and later appear as a fluffy ivory mass. Each spray a corsage.

r. c. Per 100, \$6.00

EDNA ROWLEY. Visualize a multitude of ruby eyed tightly knit lavender pink buttons, growing on graceful sprays. The button type is always popular and this one will justifiably increase it. Very prolific.

r. c. Per 100, \$6.00

FIRED GOLD. Mid-September bloom on a large symmetrical cushion smothered with red-gold flowers. A sturdy grower that withstands the weather and digs well in the fall.

r. c. Per 100, \$7.00

GOLD DAISY. The daisy type is becoming increasingly popular with all garden enthusiasts. This one offers perfect form in plant and flower. Literally hundreds of bright gold daisies on a September blooming plant.

Per 10, \$3.00; Per 100, \$25.00

GOLD PILLOW. A new series of anemone flowered mums boasts of this golden cushion. The earliest of its type, symmetrical 15" mounds are loaded with semi double blooms, having a darker yellow crested anemone pillow. Responds well as a pot in spring and is very unique in a 6" pot in the fall.

Per 10, \$2.25; Per 100, \$18.00

GOLDEN FANTASY. Fluffy ball shaped flowers with deeply serrated petals are produced in profusion on this short plant that comes into bloom by September 20. A very graceful and airy plant very good for potting.

Per 10, \$3.00; Per 100, \$25.00—D

INDIAN RED. A charming, vivid burnished red, double flower with a unique swirl center, giving perfect confirmation of flower form. Mid-season with a color that has been lacking during this period of bloom.

r. c. Per 100, \$7.00

JEWELIGHT. Deep grape colored pompon-like blooms, perfectly symmetrical are just loose enough to allow the silver reverse of the petals to show well and light the whole plant with a silvery cast. Another highlight of this brand new one is its very low, completely versatile growth characteristic. Only about 8 or 10 inches high and 15 to 18 inches across. In bloom about Sept. 28th, this one has a place in your list.

Per 10, \$2.25; Per 100, \$18.00

JOYOUS. A semi-cushion loaded with droves of cherry pink double flowers. An early bloomer with 2½" well formed flowers with golden flushes at the center.

Per 10, \$2.50; Per 100, \$20.00

KANSAS. A valuable contribution to the 3" and 6" spring and fall pot program. An exciting new white decorative of medium height and a lovely compact growth habit. Full double midseason bloomer.

r. c. Per 100, \$7.00

KINDLE. Bound to ignite customer interest, this highly novel, very deep rose red, carnation type bloom of generous 2½" proportions is borne profusely on a sturdy perfectly formed vase shaped, medium to low plant, that will withstand the heaviest fall weather. Flower petals have serrated tips edged in golden yellow, which in the first ten days of bloom form a unique tight center swirl. The later stages find the gold on the outside of these fully double, highly unusual blooms. September 25th blooms with tested frost resistance.

Per 10, \$3.00; Per 100, \$25.00

LEMON DROP. Lots of little lemon drop pompons on a trim neat little bush. A September 28th bloomer that doesn't go over 12 inches.

Per 10, \$2.25; Per 100, \$18.00

MARCELLA BURKHART. A perfect cushion form with large full poms of a rich rose pink. Early bloom on a vigorous hardy plant.

r. c. Per 100 \$8.00

MIDGET GOLD. A very low growing cushion type plant completely covered with small golden pompons about September 28. Ideal as a edging or pot sales in spring or fall.

Per 10, \$2.50; Per 100, \$20.00

NEW GOLD NUGGET. Fleming's bring us a cushion that is sparkling bright and showy. A bright lemon yellow, twice as broad as it is high, this plant is covered with flowers that resemble Japanese anemones in form. A very hardy cushion that blooms from October 1st to heavy frost.

Per 10, \$2.25; Per 100, \$18.00—D

ORCHID HELEN. This plant maintains a high degree of popularity while many newer varieties fade out of existence. Orchid Helen blooms reliably and dependably among the very first in the field, is always a bright orchid pink with a good root system and good foliage. One of the best.

Per 10, \$2.25; Per 100, \$18.00

PINK FANTASY. Exceptionally firm textured carnation like flowers, 2" and more across, of a pleasing deep rose pink are held firmly erect on a low growing cushion type plant. The flowers have so many petals that they appear very tight and compact. Unique.

Per 10, \$2.25; Per 100, \$18.00

PINK SPOON CUSHION. Soft pleasing pure white flowers with multiple rows of spoon type petals are massed atop twelve inch bushy plants that will sometimes reach three feet across. A mid-season bloomer well worth a place in your plantings.

Per 10, \$2.25; Per 100, \$18.00

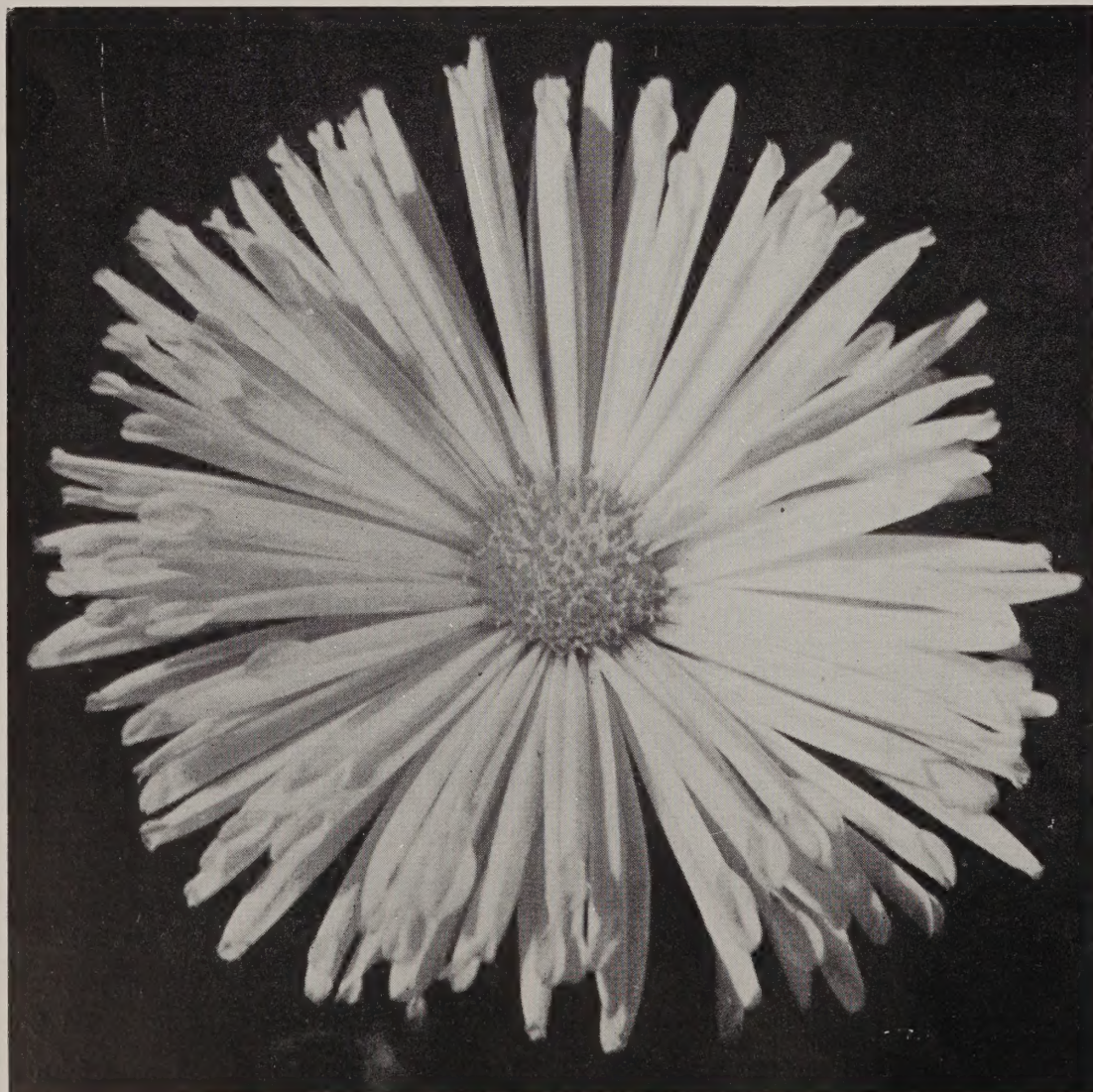
POWDER RIVER. A U.S.D.A. introduction, this pure white cushion has been tested by reliable growers throughout the nation. It has proven to be a very early, much improved white cushion.

r. c. Per 100, \$7.00

PRINCESS. Introduced by the University of Minnesota this is an early carnation flowered deep old-rose with petal tips of gold. Blooms for two months starting August 26.

Per 10, 2.25; Per 100, \$18.00

CHECK
THE SPRING
ORDER
BLANK
FOR MONEY
SAVING
COLLECTIONS



CHECK THE
FALL ORDER
BLANK FOR
FIELD GROWN
PRICES ON
THE VARIETIES
LISTED AS
ROOTED
CUTTINGS

r. c.

REDHEART. Another glorious low red with limitless possibilities. Bright scarlet blooms appear in September and will not give up their color to the elements even after a light frost. This plant is characterized by a round 18" plant and glossy healthy foliage.

r. c. Per 100, \$7.00

RUBESCENT CUSHION. A new ruby red, carnation flowered cushion. Compact plants ten to twelve inches high are smothered with hundreds of double lively red flowers from October 1st on.

Per 10, \$2.25; Per 100, \$18.00

RUBY MOUND (Lehman). Sensational new very deep red cushion mounds. Color pigment penetrates the petals avoiding faded blooms. Most reds fade after a few days. This early bloomer will hold its color even though it blooms Sept. 22 and continues to killing frost. The best red cushion on the market to date.

r. c. Per 100, \$7.00

RUTH LEHMAN. Here's what Mr. Lehman says, "New for '62! Here's the most stunning seedling to come from our fields in a long time. A truly huge white blossom of wide petals and exquisite formation. Exceedingly fine for cutting and floral work. Buds are blushed with a delicate light pink as are the open flowers when Fall days and nights cool off. Matchless!"

r. c. Per 100, \$10.00

RUSTIC. A golden bronze bright pom that is a completely new color. Every flower is held on its own stiff little stem to make a real stand out. A rounded low grower that is suitable for any use. September bloom.

Per 10, \$2.25; Per 100, \$18.00

SMILES. The trimmest yellow cushion to date. Uniformly compact with a mass of flowers appearing on 10" plants. Blooms at the height of the season and sells immediately on sight.

Per 10, \$3.00; Per 100, \$25.00

SOME PUMPKINS. A distinctive newcomer in the cushion class. Sturdy, bushy plants 12" high and 30" across with dark attractive foliage are topped with myriads of sparkling golden-pumpkin orange flowers. These bright hued 2-3" semi-double blooms have the interesting property of incurving into a ball, thus resembling a "football" mum in miniature.

Per 10, \$2.25; Per 100, \$18.00

SPARKLING. A radiant mass of 3" decoratives in lively rose-geranium pink. A stocky broad medium height plant drenched in sparking pinkness by Oct. 1st. This is the traditional hardy mum in its newest most improved form.

Per 10, \$2.50; Per 100, \$20.00

TINY RUBIES. Hundreds of sparkling stiff textured ruby red daisies with twinkling gold centers light up this super low cushion type plant. A seedling of Mischief with the same good qualities plus more flowers and a lower plant. Good for potting.

Per 10, \$2.25; Per 100, \$18.00

TONKA. Another real beauty from the U. of Minn. A large flowered fully double, deep yellow variety. Flowers are clean and plump, contrasted with rich green foliage and borne on straight stems. Very early, Sept. 10th.

Per 10, \$3.00; Per 100, \$25.00

TWINKLE. New. Very attractive shades of cyclamen purple. The best selling color in the family at present. This low growing beauty should enhance any list of garden mums.

Per 10, \$2.25; Per 100, \$18.00

WAYZATA. New from the U. of Minn. where hardiness and earliness really count. A really strong bright yellow 3 inch bloom is developed from attractive bronze tinged buds. Early and ideal for pots.

r. c. Per 100, \$7.00

WHIMSICAL CUSHION. Perfectly formed low mounds are covered with most unusual flowers. The blooms are fully double with petals which are tubular in form with small spoon tips. Team this up with a unique color, buff yellow with an overlay of bronze red, and you have a hardy cushion that will create a lot of interest.

Per 10, \$2.25; Per 100, \$18.00

NOVEL SPOONS

ADORABLE SPOON. Anyone who has grown the variety Adorable knows that it is the only color of its kind. This variety is a sport and carries the same unique rosy salmon-pink color with the flowers being large and the petals are long and quilled. A good producer that blooms about Sept. 15th in time for your earliest inquiries.

r. c. Per 100, \$8.00

FIRE ENGINE. When we think of red, we think of fire engine red. This is it, highlighted with a gold reverse. A good strong frost-resistant variety that works well for cut flower sales as well as fall field plant sales.

Per 10, \$3.00; Per 100, \$25.00

LOVELINESS SPOON. Tends to full double, one of the nicest spoons. Low growing, compact, healthily bushy, flowers soft carmine rose.

Per 10, \$3.00; Per 100, \$25.00—D

MOONLIGHT SPOON. The spoon season is advanced two weeks by this especially tempting light primrose yellow newcomer. Large 3½ in. blooms are massed in graceful sprays that are ideal for the novel arranger. A medium height beauty in bloom by Sept. 20th.

Per 10, \$3.00; Per 100, \$25.00

PEACH SPOON. Large peach colored spoons with yellow tubes. This is a different color than any other spoon variety. Graceful sprays on a medium size plant during the first part of October.

r. c. Per 100, \$8.00

RADIANT. Given a market survey in Cleveland this proved the "hottest" seller on the outdoor cut flower market. A beautiful white spoon borne on tall strong stems that flex easily and won't break down even under extreme conditions. Stark white ray like tubes in multiple rows radiate from a high crested yellow center to form a perfectly symmetrical bloom that is borne on a long penduncle. Radiant and Glow will prove unsurpassed in arrangements. A frost resistant, midseason bloomer, that produces an abundance of stolons.

r. c. Per 100, \$8.00

RED SPOON. A full double red cardinal spoon with deep red inner petals.

Per 10, \$2.25; Per 100, \$18.00

REMEMBER ME. In all the spoons, this one must be acknowledged the best of them all. The discs are perfectly formed, tremendous six inch spinning pinwheels of bright turkey red. The quills are so profuse that they crowd to a crest. The nest is so perfect that there is never a bad flower.

Per 10, \$3.00; Per 100, \$25.00

SHASTA DAISY SPOON. A Martin introduction that is characterized by very strong growth. Field plants produce a great abundance of stolons and cuttings are produced well in the greenhouse. Large 4" blooms produce petals with a golden yellow center—a true shasta daisy bloom. Excellent.

Per 10, \$4.50; Per 100, \$40.00

VOLCANO. The hardy spoon class bursts forth with this brilliant newcomer to the field. A fully double, very symmetrical bloom of huge 5" proportions without disbudding is borne on a medium tall willow plant. The color is a delightful crimson with a gold reverse that lends unusual highlights to this rugged spoon. A real man's flower that also lends itself to the unique in flower arranging.

r. c. Per 100, \$8.00

YELLOW SPOON. The oldest and yet the class leader of this striking family. It is a pure color, no distracting shadings. Early.

r. c. Per 100, \$6.00

When You Think of Fine Quality Plants — Thanks, for Thinking of . . .

The Joseph F. Martin Co., Inc.

America's Leading, Exclusively Wholesale Source For Fine Quality Hardy Plants

Where Good Plants and Good Friends Get Together —

As this letter is being written our Great Lakes area is being subjected to temperatures as low as 28° below zero. These are the coldest temperatures this area has experienced since the weather bureau began keeping records. Other areas in the U.S. have been similarly affected.

Looking on the gloomy side there will be severe losses in plant material both in the nursery industry and by the consumers. Looking on the bright side these losses will create a high demand for replacement material. This replacement might even bring about a complete renewal of some plantings. The hardiness of all the plant material in our nursery is experiencing its severest test. We look for Azalea Martin's White to come through even though no protection was given. We look for the same test on Wilson Ivy, Edison Ivy, Rochester Ivy and fully expect them to pull through.

All orders will have to be accepted with the knowledge of the uncertainty of supply due to these extreme weather conditions. In the event that we find severe injury in field plant material which you have ordered we will notify you at once.

Many of our local landscapers, and garden center operators have become accustomed to receiving ground covers, edgings, etc., right in the flats in which they were grown. This strikes us as being a highly practical way to handle this material, consequently we are adding a new section of flatted material. (Page 2)

There is a current vogue in our area to advertise plants normally sold for \$5.00 or \$6.00 each, at 10% of their usual sales price or "10 for \$5.95—10 for \$4.95" etc. To meet this competition, buy our 2 1/4" pots of Azaleas in flats, cost is less than .20 cents and sell 10 for \$4.95.

They are nice branched Azaleas and properly planted with peat and fertilizer (you could probably double the sale by selling the proper cultural components) in two years, they will effectively complement the landscape.

For a landscaper, handling ground covers and edgings from flats is mighty convenient, as well as practical. As lining out material, it is hard to beat this method.

Methods of operation here at the nursery are flexible. If you have a specification that you would like us to meet or quote on please do not hesitate to ask if we can do it.

Thank you for the privilege of serving you and we look forward to a bright prosperous season with you again.

Sincerely,
THE JOSEPH F. MARTIN CO., INC.
Robert E. Martin, President

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